

VOLUME 9

October, 1939

NUMBER 11

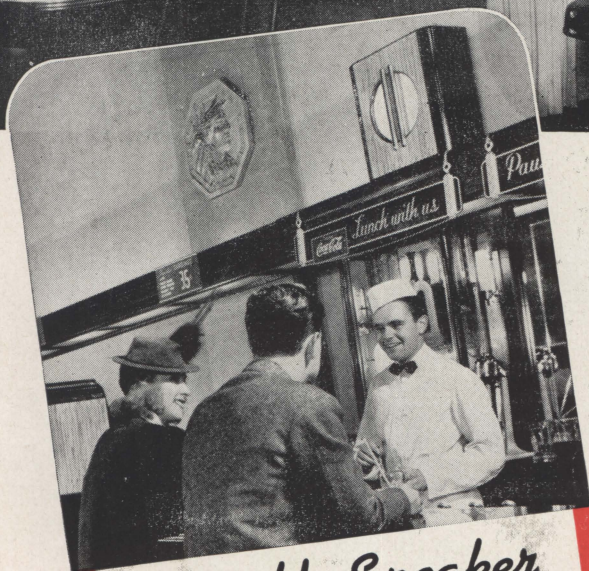
COIN OPERATED AMUSEMENT-MUSIC-

MERCHANDISE AND SERVICE MACHINES

AUTOMATIC WORLD

ROCK-OLA *Counter Model* Phonograph

With SEPARATE SPEAKER offers Revolutionary
Advancement in COUNTER MODEL Development



Movable Speaker
Placed Where It Does Not Blare
Directly at Patrons and Offers
Best Acoustic Advantages!

Place the phonograph where everyone will see it—the colorful cabinet with Luxury Lightup is very appealing—it will gather in the coins. Place the speaker up high so the place of business can have volume without having it blare right at the patrons. This revolutionary development offers perfect control over acoustic variances in locations—with its wonderful tone quality you have perfect placement control permitting you to offer the "Best there is in Music."

★
ROCK-OLA
SELLS
OPERATORS
ONLY

Cash in on the Profit Possibilities of the Small Spot with *Luxury Lightup* Counter Models

Set it on the bar, counter or table—right at the patrons' fingertips—as COMPLETE a little phonograph as ever built! Breath-taking in its cabinet beauty—greater areas of colored catalin—unrivalled animated colorful lightup effects, mechanical perfection and true-to-life tone. Only 22 $\frac{5}{8}$ " high, 24" wide, 21" deep, fully selective—plays twelve records. It's sturdy, durable—a beautiful phonograph which makes possible many new profitable locations.

Features

- ★ Movable speaker eliminates direct blaring in the ears of customers—speaker can be placed for greatest acoustic advantage.
- ★ Incorporates the proven Rock-Ola 12-record mechanism—dependability established by years of trouble-free function.
- ★ 5c and 10c drop style coin chute—for the first time in counter model construction.
- ★ The famous Rock-Ola 99% slug proof coin chute gives you the same protection received in large models.
- ★ Colored moving luxury lightup features stimulate play appeal and draws the crowd.

There's a crying need for the Rock-Ola counter model in smaller locations—cocktail lounges, small restaurants, cafes, drug stores, confectionery stores, etc. GET IN TOUCH WITH YOUR NEAREST ROCK-OLA DISTRIBUTOR TODAY.

ROCK-OLA

SOUTHWEST DISTRIBUTORS

for Rock-Ola Luxury Lightup PHONOGRAPHS

THESE WELL KNOWN SOUTHWEST DISTRIBUTORS LISTED BELOW CAN GIVE YOU SUPER SERVICE AND PROMPT DELIVERIES ON ROCK-OLA LUXURY LIGHTUP PHONOGRAPHS. WRITE, PHONE, WIRE OR GO TO SEE THEM

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522 Northwest Third Street

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822 Carondelet Street

NEW ORLEANS, LOUISIANA

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AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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Briargate 0391

Subscription Price :

One Year	\$1.00
Three Years	\$2.00
Canada, One Year	\$1.75

Entered as second-class matter June 19, 1931,
at the Post Office at Fort Worth, Texas, under
the Act of March 3, 1879.

THE SOUTHWEST MAGAZINE OF THE COIN MACHINE INDUSTRY

PROSPERITY SWEEPS THE SOUTHWEST

● The Southwest continues to prosper. Bumper crops have been harvested all year and the big cotton crop is now being gathered, ginned and placed on the market. From all indications there will be a big fall crop of truck of every description and the Thanksgiving and Christmas turkey crop will bring millions of dollars into the Southwest which, no doubt, is the greatest turkey raising country in the whole world.

All of these things make prosperity for Southwest people and when the people of the Southwest prosper the OPERATORS of the Southwest prosper also.

The big Ringling Brothers Circus has been playing in Southwest cities and doing turn-away business. Theaters, baseball, football and all sorts of amusements are enjoying huge crowds and stores report a rapid rise in business of all kinds. Real estate is flourishing and house building activities are at an all time height while more jobs are in evidence than there has been for ten years.

Cattle, hogs and sheep are at a new high price and the packing plants are buying and killing every animal as fast as they reach the market. Food consumption is climbing and dry goods sales are mounting daily.

New car sales are holding up well and the radio retailers report a rush of business. Price advances are in evidence and not one division of industry in the great fertile Southwest has shown one single streak of sluggishness.

Southwest operators are riding on this new wave of prosperity that is sweeping this section. Whether or not they are supplied with ample equipment to take care of the increased trade, only they should know. In the event any operator is shy of equipment and has been postponing the buying of new machines, now is the time to get busy and buy that needed equipment.

LET'S SMASH THE OBSOLETE SCALES

By HOMER SMITH

Old obsolete person weighing scales are a detriment to everyone connected with them. It is a pity that every old obsolete scale can't be smashed to pieces and new scales allowed to take their places on location.

All over the country there are old scales, dirty and unkept, sitting on location and not taking in enough to pay the personal tax on such obsolete equipment. The result created by these old scales affects everyone, the owner or operator, the location owner and the public. To the operator who is holding on to these old worthless scales they are simply robbing him of a profitable income upon a reasonable investment in a nice modern new scale. The operator looks at the old "war horse" and says, "well it is still a good scale," however, when he checks its receipts he should realize that the "old war horse" is through. I've seen ops take out twenty pennies for a month's operation on some of these old timers. Surely the space the old scale occupies is worth more than that.

Let's load these old parasites onto a truck and sell them to the junk dealer for scrap. Right now is a good time to do this because scrap iron is up to a new high price due to the scuffle across the pond.

There are several good scales on the market today, attractive and modern units that actually earn good revenue for their owners. These new and modern scales should "bump" every obsolete scale into the back alley and let's hope they do.

WAR NEWS!

Automatic Games of Chicago has developed a new metal polish that has really declared war on dirt. This new metal polish gives a fine mirror-like finish on all aluminum, and chrome nickel parts. It comes in 6 oz. cans and can be had at a very reasonable cost.

ROCK-OLA EXPORTS JUMP AHEAD

Chicago—While formative plans for expanding foreign markets in Europe have been shelved for the time being—attention being given only to the normal business flowing from these countries—Rock-Ola's growing export division is concentrating its efforts on the South African, Latin American, Far East and Scandinavian markets.

Because of increased production facilities in the big Chicago factory and because of the policy of encouraging the "operator plan" of merchandising music which has been largely responsible for the success of this business in the United States, Rock-Ola's export division reports rapid strides in getting representation in these practically untouched fields.

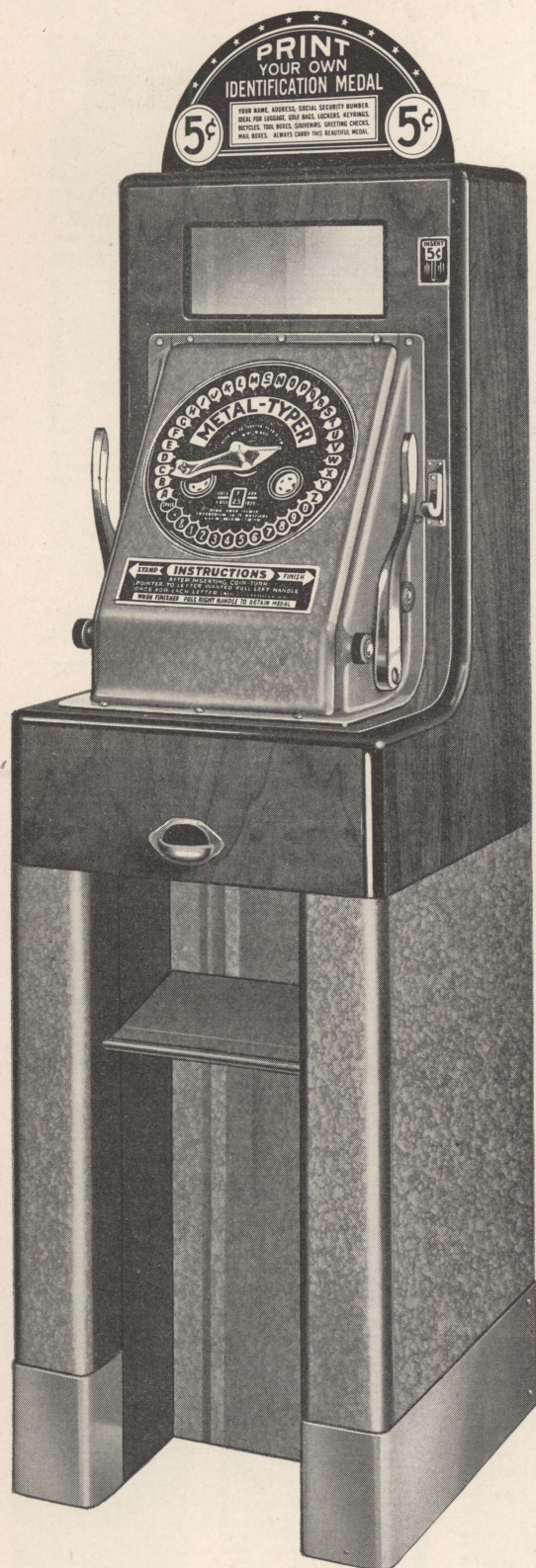
Rock-Ola's phonographs are quickly spreading through these countries because not only do the Luxury Lightups particularly appeal to patrons and consequently become A-1 money makers, but also the factory co-operates very closely with the foreign distributors and operators who go into this business.

Rock-Ola's coin-operated phonographs are shipped direct from the factory to the foreign distributors or operators. This policy gives the foreign buyer the benefit of Rock-Ola's low basic domestic prices.

W. E. Hall, manager of the Export Division, in discussing the situation in South America, said: "Conditions in South American countries are most conducive to greater interest in coin-operated phonographs. We have enjoyed a steady rise in sales since we sold our first Luxury Lightups in these countries."

Mr. Hall explained that his men in the export division work individually with the foreign buyer, helping him at every turn in establishing his business and aiding him to increase business once he has a firm foundation. The operator and distributor plan of merchandising is explained to these buyers and soon they are functioning smoothly. Naturally, Mr. Hall said, the Luxury Lightup phonograph becomes popular because of its striking beauty with the Luxury Lightup features and its sturdibility not to mention its dependable performance. The simplicity of mechanism is an outstanding feature to these people in far off countries where service problems must be reduced to the minimum.

A. L. Cannon, assistant export manager, handles the many orders that come through the department and is able to "feel the pulse" in the various countries to which Rock-Ola sells. He states: "We have indeed made progress in many foreign countries this year. It is interesting to watch the repeat orders come in. Once a Luxury Lightup phonograph is placed, invariably the operator sends in a rush order for more. We have the 'ball rolling' and all indications point to a Rock-Ola landslide in these new markets."



METAL TYPER

AN OPPORTUNITY FOR YOU

IN THE operating business, the new trend towards service machines has received a powerful stimulation by introduction of the new METAL TYPER.

It taps entirely new sources of revenue for alert operators.

METAL TYPERS render a definite service to every community by putting within reach of the public a coin-operated device which will emboss up to 32 letters upon a beautiful metal disc which is vended for only five cents.

Every Medal vended is an active salesman for you, because people like to show them to their friends, who in turn becomes patrons of METAL TYPERS.

Already, METAL TYPERS have proven to their owners that they can earn substantial earnings from the very start, such profits increasing week after week as the machine becomes known in its territory.

An investment in METAL TYPERS will provide a Lifetime Income for you; there is a consistent demand for these useful Medals. At the same time, the quality workmanship built into this METAL TYPER is your guarantee that it will always function correctly and give you trouble-free service year after year.

No other machine in the legal service field could offer you such consistently high earnings over so long a period as METAL TYPER, no wonder that seasoned operators in many territories are making METAL TYPERS the backbone of their operating program, because they can depend on their earnings under all circumstances.

Master Built by

GROETCHEN TOOL CO.

122 NORTH UNION ST., CHICAGO

**DISTRIBUTED
BY**

FOLSOM & BROWN
2206 So. Harwood
Dallas, Texas

UNITED AMUSEMENT CO.
310 So. Alamo
San Antonio, Texas

BOYLE AMUSEMENT CO.
522 N. W. Third St.
Oklahoma City, Okla.

POPE DISTRIBUTING CO.
519 Ouachita Ave.
Monroe, La.

MARION COMPANY
562 W. Douglas Ave.
Wichita, Kansas

Checking the Spots By ... Tom Murray

It is without question that the European conflict is going to hurt, to a large extent, the export of automatic equipment from this country. Its direct effect upon the industry in this country will not be noticeable for some time to come. Of course if the United States gets into the big fight, that will produce another picture which no one is able to predict at this time. The thing to do is to stay right in there and keep pitching the old ball.

Recognition of the coin-operated phonograph, its bearing upon the music world and the great mass of recording artists, is now at a high pitch and gaining in popularity daily. The entire music world now realizes that more than 200,000 phonographs can speak almost overnight and tell them what tunes are hits and what tunes are flops. The phonograph has already passed the radio as a means of sounding out the reception of any musical number. Whether or not radio has bowed to its superior the truth stands out and cannot be denied.

Dick Hood is to be credited with giving the operators a machine that they can really operate in any territory and make money. Mr. Hood, who heads the H. C. Evans & Company of Chicago, worked untiringly on this new bowling game and he is rightly due the fruits of his labor. We hope to see him protect his patent rights and we hope to see other manufacturers protect their patent rights. It seems that during the past few years a patent has represented very little among coin machine manufacturers and little respect has been given a manufacturer's patent rights. This condition should not exist. It looks like the Manufacturers Associations, the "Coin Machine Industries," could help bring about a practice of giving some consideration to a member's patent rights. Our hats are off to Dick Hood for a great game.

Whether you know it or not and even at that it makes little difference, so what? But just to keep the record straight it was AUTOMATIC WORLD that coined the word "OP" and first used it in print. So there.

And while we are on the little words let us remind you that the word VENDER is correct English in making application to any vending machine. The word VENDOR, which also means one that sells, has such a wide application to LAW and realtors' dealings that the word VENDER applies to vending machines best. So, when writing about your



Wurlitzer factory officials, headed by Mike Hammergren, general sales manager, unload for one of their nation-wide Open House Meetings.

vending machines call them VENDERS and not VENDORS.

Ok, fellows, cool, snappy weather is just around the corner so get those inside spots well covered and ready for a big winter business. It's in the bag.

And remember the big Annual Show and Convention will be held at the Sherman Hotel, Chicago, Jan. 15, 16, 17 and 18, 1940. Make your plans now to attend.

SOUTHWEST PLANS FOR THE BIG SHOW

Judging from present indications the Southwest will be well represented at the coming January Coin Machine Show which will be held at the Sherman Hotel, Chicago, January 15, 16, 17 and 18, 1940. The show, as most all coinmen know, is being sponsored by the Coin Machine Industries, Inc., the new manufacturers' association.

The Southwest delegation will travel in a body as has been the practice in the past, and the trip will be made over the Texas & Pacific Railway and the Missouri Pacific Lines. Delegation will leave Fort Worth and Dallas and other Texas points on January 13th, reaching Chicago on the 14th.

Several reservations have already been made and it looks like there will be a large number from Texas, going to the show. For full information on the trip, rates, etc., write Tom Murray, Automatic World, 120 St. Louis Ave., Fort Worth, or L. B. Sandoloski, Assistant General Passenger Agent, Texas and Pacific Railway, Dallas.

LEVINE'S VISIT THE SOUTHWEST

Lou Le Vine, sales representative for Container Manufacturer Corp., St. Louis, and Harry Le Vine, spe-

cial sales representative for Daval Manufacturing Co., Chicago, were recent business visitors to the great Southwest territory.

Both boys were traveling in the interest of their respective firms and were finding Southwest operators highly enthused over operating prospects for the coming fall and winter seasons.

To carry your advertising message to Southwest operators use the AUTOMATIC WORLD, the Southwest's own paper.

SMALL
DOWN PAYMENT

24

MONTHS
TO PAY

ONLY

\$11.50

MONEL MODEL

NATIONALLY
FAMOUS
ADAMS
CHEWING
GUM

HERE ARE THE 3 REASONS WHY MORE AND MORE OPERATORS ARE INSURING THEIR INCOME FOR YEARS TO COME WITH "America's Finest Selective Gum Vender" — the **DU GRENIER!!** The same type machine now in operation in Subways and on El platforms in New York, Chicago, Philadelphia and Boston. **PROVEN** — the ONE fully selective gum vender that meets EVERY OPERATING REQUIREMENT! **EASY TO LOCATE! EASIER TO BUY!! EASIEST TO OPERATE!!!** ACT QUICK while more and more pennies are floating around in your city due to sales taxes. **WRITE! WIRE! PHONE!**

G.V. CORP.
655-FIFTH AVE., NEW YORK

THE LOCATION OWNER

Volumes could be written on the above subject. Some location owners are hale fellows well met, some are grasping and selfish, some will take one machine or a dozen in their stores and be glad to get them, while others will grudgingly give you a few scant inches of space and then expect the machine to make them more money than all the rest of the store. Some will give you an excellent position on their very front counter, while others will, under protest, allow you to place a machine in some dim, unlighted corner in the very back part of their place of business where the best machine on earth wouldn't make money.

One type of owner likes almost any kind of a machine in his place, whether it makes him very much money or not. He reasons, "I have plenty of room, and if it makes any money at all it is clear profit, so why not have it?" Another type of owner with dozens of square feet of floor space that he is not using for anything on earth, will growl because his commission is not as much as he thinks it should be, or because the machine doesn't make much. As a matter of fact, if he had given the machine a little boost once in a while it WOULD make money.

There is another queer type of owner, a man that will allow a machine in his place so long as it DOESN'T do much business, but as soon as it DOES he wants the machine taken out. That sounds strange, doesn't it? However, it is true, nevertheless. Only last night I visited a place where I have had machines for about two years, and the location has always been practically worthless, only making about a dollar a month on any kind of machine I ever had there. I had been tempted to drop it several times, but because it was close in I, somehow, had kept it. A week ago I happened to have an A.B.T. Pool Table loose and I placed it in this location because I lacked a better place to put it. Last night I dropped in the place and the clerk told me the machine had been "going big," but the owner said, "Take it out!" and he also asked me to move the other machine I had there. He also said he was running out two other machines some other operator had there. The table had taken in \$5.25 in a week, more than anything else had ever done in three months, and because the people played the machine the owner wanted all machines taken out of his place of business. Explain it if you can. I can't!

Another man I operate with is a small town restaurant owner, and his competitors are four other small restaurant owners. I had operated with this man intermittently for about five years, and at that time a machine would do a little business in his place. Then I dropped

BY
BARTON W. SHIPLEY
(Reproduced from *Automatic World*
of April, 1931)

the place for two years, and then went back again. He welcomed me back and I left a machine, a floor model, which before he had given a prominent place in the front of his store. Later when I went there, I found he had moved the machine to the rear of the restaurant. I left another good machine, and again he moved it to the back. Then I left a small counter machine on his counter where he used to allow it to stay, and I later found this placed behind a counter with some kind of an advertisement in front of it so no one could see my machine. I tried him with one more and again found it back in the dark with a punchboard in front of it. These



Barton W. Shipley

machines had done practically no business, and most of them were stopped up with different things. He told me they had gotten out of order within a few minutes after I left them each time, yet they were working perfectly when I left them. Well, here is the answer to it all. He had bought a used Mills' Target and had it on prominent display on his counter and it was doing a big business as he "paid off" on it. That is why he wanted my machines. He used them as a "horrible example" to any one about to spend a penny. If they started to play my machine he would stop them and tell them they were foolish to spend their money and receive only amusement when they could "get something" by putting their money into his Target. Another reason he took my machines was because he was afraid that if he refused I would go to one of his competitors and put a machine there which might draw some of

his trade away. Beat this one if you can!

I have had men hunt me up and ask me to bring them four, six, eight, or ten machines, and then in a few weeks decide they did not want even one machine in their place. When they are so anxious for a lot of machines, I discourage them with the idea and let them have one or maybe two, but no more, for too many machines soon disgusts them and makes them regard machines in general as undesirable.

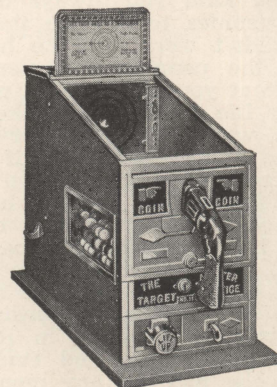
The very owner who ordered me to take out my pool table because it did too much business, hunted me up two years ago and told me he would be glad if I would line one entire side of his place with machines, ten or fifteen arcade machines. If you want to lose a location just give them too many machines and you will lose it.

Men whose business has gone to the bad, expect a little penny machine to make them more money on a half dozen square inches of space than their entire shabby store takes in, and because it doesn't they decide machines of every kind are not worth having.

Did you ever notice that the really rotten locations are the hardest to please with a machine? They expect the best machines and the largest commissions. I have one man, whose place I should have dropped after the first month, who now finds fault with every machine I take him, and even "miracles," as I call my best machines, don't make a dollar a month in his place. Nothing I take him pleases him, nothing makes money there. This is

You'll Make Money, Too,
IF YOU OPERATE THE

"MASTER"



TARGET PRACTICE

WRITE FOR DETAILS

The Norris Mfg Co.
COLUMBUS, OHIO

NOT the fault of the machines, but IS the fault of this owner and the place he operates. Others will put ner and then because it hasn't done a machine way back in a dark corany business they will create a big disturbance and tell you to take it out because it is "no good."

Another type of location is this: I go to check the location and they tell me my machine "has come unlocked" and there is no money in it. Yes it did "come unlocked"—and with a mighty good key. The machines are broken open and the money taken, yet the owner or his clerks haven't the slightest idea who did it, even though it occupies a prominent place in his store and breaking it open would not only take time but would make a noise. Don't let them kid you about "some one" breaking into it. Sure "some one" did, and ninety-nine times out of a hundred the "some one" works at or owns the location. Machines don't "come unlocked" and the first thing I learned years ago was to see that the machine is locked good and tight before I left it.

Another type of owner will take a machine, and then after your back is turned they will put it under the counter, and when you come they tell you it got out of order; yet when you try it, it works perfectly, and no amount of talking will convince them it is NOT out of order, even though they see it work with their very own eyes. I dropped a place not long ago where I had this to contend with. Every one of four machines, one after another, I found under the counter and he stated positively they wouldn't work, yet each was in perfect condition. Can you tell me why that kind of a person will take a machine at all?

And the man who will take your machine, but just as soon as some other operator comes in with another one, will put your machine under the counter, no matter how big a business it is doing, and place the new operator's machine in its place, is another type of owner you have to contend with.

There is still another type of owner: The kind you always owe a lot of pennies to because the machine didn't work, and he had to refund the pennies, even on machines that you know never missed in their life. I have one like that now, a woman. No matter what machine I take her, even if it is a "miracle," I always owe her money for returns she has had to give back. One machine she claimed she had given 85 cents back on because it had missed, and still when I opened the machine it had just 85 cents in it. According to her story every penny in it had been given by her, and evidently no one else had put any money in it at all. Yet the machine worked all right when I took it to her, and was working all right when I went to check it up.

Another fellow asked for six cents after a piece of wire had been so firmly forced into the coin chute that it was absolutely impossible even to force a penny into the ma-

chine. Yet he said he had given back that amount because the machine had missed after the wire was put in it. It would have been impossible to have even forced a penny into the coin chute!

The person who nags you for more commission every time you go there, is still another type. You had just as well move your machines from this place, as it will always be a disagreeable place to operate.

Another kind will ask you to take your machines out because he buys a new soda fountain and becomes too "high-toned" to have such a "contraption" as a penny machine in his place, even though that machine has paid him a good commission for years.

CINEMATONE WAXING 15 NEW NUMBERS WEEKLY

With 82 numbers already recorded and stored in their permanent library, Cinematone Corporation's Music Department, headed by Lindley A. Jones, is currently hitting its most ambitious schedule to date with the waxing of fifteen new numbers each week for the exclusive use of Penny Phono records.

All the waxing is done at Cinematone's own, fully-equipped recording studio on Goeden Street in Hollywood. Location in cinema capital permits Jones to select the finest of instrumentalists and orchestras from local, top-flight night clubs, moving picture studios, and radio networks.

According to Jones, each Penny Phono record produced, with ten numbers to each side, will carry a mixed quota of hit tunes of the week and special arrangements of old favorites, standard melodies, including waltzes, tangoes, fox trots and novelty compositions. Both male

and female singers are used in singles, trios and quartettes.

Penny Phono record, made for release during first week in September, reveals a sample of the outstanding musical talent and combinations being signed by Jones. Numbers include those by Chuck Foster and his band, a "name" orchestra which goes into the Biltmore Bowl in Los Angeles on September 21; King Sisters, vocalists now with Artie Shaw on tour; Kay Kayley, whose musical aggregation is now at Marcus Daly's smart restaurant in Beverly Hills; Clark Ross, sustaining vocalist with the Columbia Network, and Johnny Cascales and his band. The latter being on loan from Paramount.

CALCUTT PREPARES FOR BUSY SEASON

Chicago—As two solid carloads of Bally games cleared for Fayetteville today, Jim Buckley, general sales manager of Bally Mfg. Company, stated that the double carload order indicates Joe Calcutt's faith in the coin-machine industry.

"When he placed the order with me," Buckley said, "Mr. Calcutt told me that The Vending Machine Company has every reason to expect an active fall and winter in spite of unsettled world conditions. As is well known, the Calcutt organization is probably better equipped than any other organization in the country to judge conditions nation-wide. The double carload order, which is the first of many similar shipments scheduled for early delivery, indicates how Calcutt sizes up the situation. The shipment consists of, Champion high-score novelty games; White Sails combination spottemplay and high score novelty games; and Grand National reserve-type one-shots."

Penny Phono
AND PENNY PHONO RECORDS
*are taking the Country
by Storm!*



Information gladly supplied to interested operators, distributors and jobbers on request.

CINEMATONE CORPORATION

1107 N. HIGHLAND AVE • HOLLYWOOD, CALIF.



FEELING THE BEAT BEAT BEAT of an INDUSTRY'S PULSE

HOW WURLITZER DOES IT

Wurlitzer does not believe that any manufacturer can catch the pulse of his industry by sitting on his haunches in the home office.

Periodically Wurlitzer executives take to the road as they have just recently done in a 32 city tour of Open House Meetings . . . to meet personally the folks in the field—to get the operator's viewpoint first hand . . . to understand his problems that the Company may better guide its policies toward their solution.

Pictured on the following pages are views from some of those parties. Yet, more important, is the good that grows out of these meetings. No camera can catch it yet every Wurlitzer operator will benefit by it—closer co-operation between the men in the factory and the men on the firing line to the mutual profit of all.

THE RUDOLPH WURLITZER COMPANY, North Tonawanda, New York

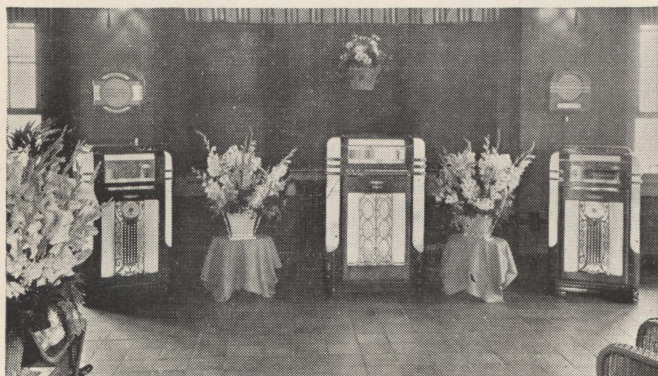
WURLITZER HOLDS OPEN HOUSE

HOTEL TEN EYCK
ALBANY, NEW YORK



Wurlitzer's Open House held on August 7th at the Hotel Ten Eyck in Albany, N. Y., was unanimously acclaimed highly successful. Sam Cass, Wurlitzer District Manager, acted as host and proudly presented the Wurlitzer "gang" —

headed by Sales Manager "Mike" Hammergren in person—to a total of 200—consisting of Wurlitzer Music Merchants, Distributors and their guests. All expressed high enthusiasm for Wurlitzer's Modernization Plan.



Here's What First Caught each Operator's eye at the Wurlitzer Open House meeting—the beauty of Wurlitzer Models.



At Ease! Left to right: Ed Wurgler; Walter Reed; Clyde W. Lower; Johnnie Schwartz; E. H. Petering and a guest.



Left to right: S. Cass; W. Reed; Guest; N. Cauzeri; R. Connor; H. Adams; T. Best; M. Kahn; A. Christiansen; B. Meyers; Guest; E. Wurgler; L. Jackson; Guest; M. Jackson; J. Schwartz; B. Golden; A. Cannizzo; "Mike" Hammergren; A. Herman; C. Lower; H. King; Guest; Guest; W. Bolles; J. Fuller and E. Petering.



A Wurlitzer-Minded Sextette Left to right: Leo Jackson; Bert Meyers; Ben Golden; Harry Adams; Myron Jackson and Art Herman.



"Mike" Hammergren Tells A Story! Left to right: Mr. Knoblauch; E. H. Petering; Mr. Knoblauch, Jr.; Harry King; Sam Cass; Mike Hammergren and Mr. Englander.

WURLITZER HOLDS OPEN HOUSE HOTEL PENNSYLVANIA NEW YORK CITY



With General Sales Mgr. "Mike" Hammergren and J. A. Darwin serving as co-hosts, Wurlitzer again held an Open House Meeting—this time at Hotel Pennsylvania, New York City. All records

were broken with an attendance of more than 700 chiefly distributors, operators, their wives and guests. Important factory executives were introduced and important policies were formulated.



A Huddle! Left to right: "Mike" Hammergren; J. Berman; W. Levy; I. Sommers and J. A. Darwin.



Disguised As Chefs! But all they ever cook-up are some pretty good plans for placing Wurlitzers. *With cigar:* Richard Dewis; *center,* J. Campbell, Wurlitzer Operator of W. Hazleton, Pa.; *at right:* Ben Sterling of Sterling Service, Scranton, Pa., Wurlitzer Distributor.

"Four Of A Kind!" Wurlitzers operators and Wurlitzer's Sales Manager. *Left to right:* Jerry Morris; Manny Ehrenfeld; Everett Masterson; Ed. Marks; "Mike" Hammergren.



An Important Wurlitzer Sextette Left to right: H. Gross, M. Feinstein, "Mike" Hammergren, I. Sommers, N. Cohn and J. A. Darwin.



Left to right: A. Judge; J. Moran; Ben Sterling, Jr., Wurlitzer Distributor, Scranton, Pa.; and J. Campbell.



Left to right: L. Lipken; B. Wichansky; B. Ehrenberg; S. Simon; R. Schrier; E. Christy and J. Braun.

WURLITZER HOLDS OPEN HOUSE AT THE STATLER HOTEL BOSTON, MASS.

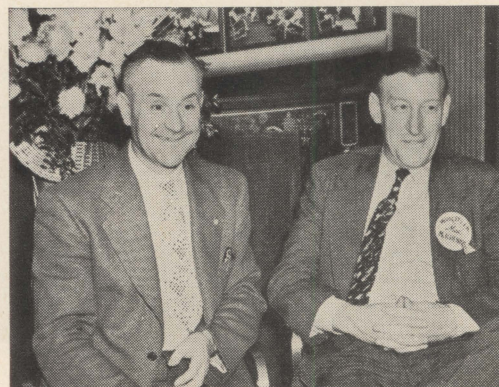


Vermont, Rhode Island, Maine, and Massachusetts all contributed distributors, operators, and guests to the Boston Wurlitzer party. The gang made merry at the Statler Hotel. Over 400 put in an appearance.

"Mike" Hammergren carried off the honors of the occasion with his snappy, efficient announcement of company policies. And not to be outdone, J. A. McIlhenny, District Sales Manager, let his voice be heard, too.



Partners—and pleased about it, too! Leo Fox, M. L. Goldberg, and Jos. Greene of Hub Automatic Sales, Wurlitzer Distributors, Boston.



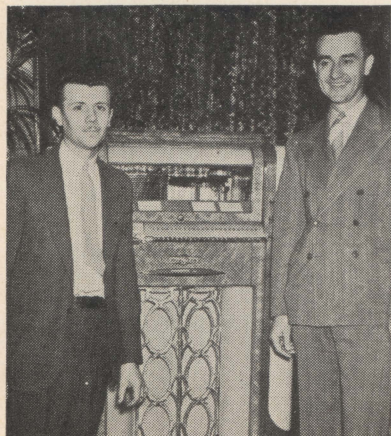
Conversationally inclined, Operator C. B. Ross chats with District Manager J. A. McIlhenny.



Operators all. M. J. Lockwood, Charles Ford, and W. J. Loomer.



Four of 'em are brothers! Ben Schwartz, Jimmie Stanedres, Phil Schwartz, Jack Schwartz, George Schwartz, and Gabby Pollock.



Operators W. E. Watkins, Dean Uburtalli—and a Wurlitzer.



Operators M. A. Melvin and James Sarulis chat beside a Wurlitzer.



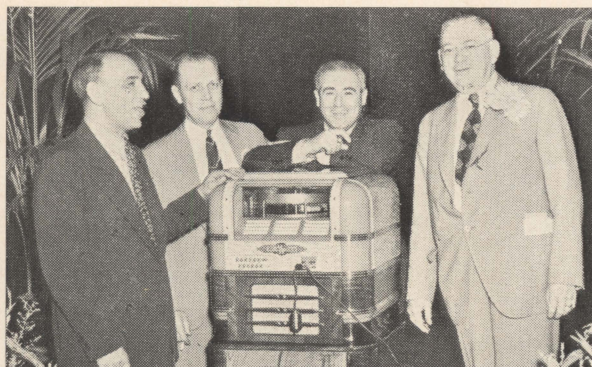
Left to right, front row: Andy Christensen, Asst. Chief Engineer, with Operators Al De Francisco, Jack O'Day, Jack Rondeau.

WURLITZER HOLDS OPEN HOUSE AT THE BEN FRANKLIN PHILADELPHIA, PA.



On Thursday, August 10th, Wurlitzer held open house at the Hotel Ben Franklin, Philadelphia. Wurlitzer Operators from all over this region attended to meet "Mike" Hammergren and his

"gang"—discuss policies pertaining to the automatic music business. As everywhere, the Modernization Plan was highly praised.



(Above)

One Swell Money Maker!

Joe Eisen, Penn Coin-O-Matic Company, Wurlitzer Distributors of Philadelphia, "Mike" Hammergren, General Sales Manager of the Rudolph Wurlitzer Company, Dave Margolin of Penn Coin-O-Matic and Joe Darwin, Wurlitzer District Manager all agreed that Wurlitzer's Counter Model 61 is a honey of a profit producer.



Shake On It! Left to right: Wurlitzer Service Manager Walter Reed and Wurlitzer's General Sales Manager Hammergren look on while District Manager Joe Darwin shakes hands with Wurlitzer Operator J. C. Brotemarkle of the Aurora Specialty Company, Cambridge, Md.

Some Posies, Eh? We mean those in the basket around which are grouped (front) J. H. Schwartz, Wurlitzer Asst. Sales Manager and J. C. Brotemarkle, Wurlitzer Operator of Cambridge, Md. (rear) H. L. Wilcox, Service Instructor, Wurlitzer Service Manager Reed, Wurlitzer Operator Ernest Leverage of Chestertown, Md., Lawrence Callahan and Vachel Downes, Wurlitzer operators of Centerville, Md.



Smiles!...by Joe, Battista and Charles Turcol of Battista Turcol and Sons, Wurlitzer operators of Wilmington Del. and Anthony Pacello and Silvio Spicchio also Wurlitzer boosters from Wilmington.



Sam Meets "Mike!" Sam Snyderman, enthusiastic Wurlitzer Operator of Philadelphia gets a warm handshake from Wurlitzer Sales Manager "Mike" Hammergren while a bunch of the boys whoop it up.

WURLITZER HOLDS OPEN HOUSE LORD BALTIMORE HOTEL BALTIMORE, MD.

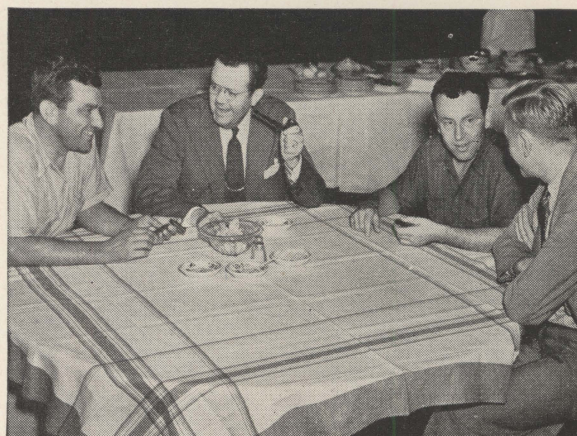


General Sales Manager "Mike" Hammergren and District Manager J. A. Darwin were the co-hosts (with a group of factory executives) of an Open House Meeting of the Wurlitzer organization at the Lord Baltimore Hotel, Baltimore,

Md., on August 11th. 347 guests attended—chiefly Distributors and Operators who enthusiastically endorsed the important plans and policies that were formulated. Much enthusiasm was expressed for the Modernization Plan.



Around the table from left to right: Wurlitzer Operator Lillian Staubs; Mrs. and Mr. M. F. Kershner; Mr. Charles W. Harbaugh; Mr. L. Hettenhouser and Mrs. Cee Harbaugh.



At Ease After Lunch! Left to right: Jack Kramer; Sam Cass, Wurlitzer; Louis Kramer and Andy Christensen, Assistant General Engineer.



Left to right: H. Cooper; I. Schwartz; Dave Margolin; Jack Cohen and Arthur L. Rose.



Left to right: Wurlitzer District Managers Sam Cass and Joe Darwin; Wurlitzer Distributor H. R. Collard; Joe Eisen of Penn Coin-O-Matic Co., Philadelphia Wurlitzer Distributor; "Mike" Hammergren and Dave Margolin of Penn Coin-O-Matic Co.

Left to right: Miss D. Plecker; H. R. Collard; Joe Eisen and Hirsh DeLaviez of Hirsh Coin Machine Co.—Wurlitzer Operators of Washington, D. C.



The Co-Hosts with an important guest. Left to right: "Mike" Hammergren; Joe Darwin and Dave Margolin of the Penn Coin-O-Matic Co., Wurlitzer Distributors of Baltimore, Md.

WURLITZER HOLDS OPEN HOUSE O'HENRY HOTEL GREENSBORO, N. C.



Wurlitzer acted as host to more than four hundred guests consisting chiefly of Wurlitzer Distributors and operators at the O'Henry Hotel, Greensboro, N. C., on August 14th.

General Sales Manager, "Mike" Hammergren, explained Wurlitzer sales policies and aggressive plans were formulated to tie-in for the best results locally.



Left to right: E. M. Butler; Mrs. E. M. Butler; Mrs. Sheffield; Mrs. K. A. O'Connor; Miss Romm; Guest; Mr. H. A. Moseley; Mr. K. A. O'Connor.



"Mike" Hammergren and R. B. Box, Wurlitzer Distributor of Elizabeth City.



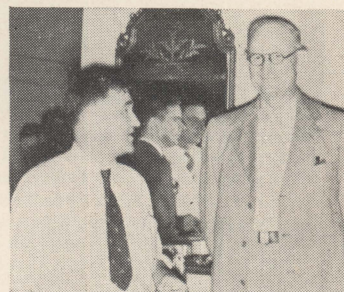
Left to right: Frank Dolan; L. L. Sebring; M. S. Melvin; R. Smith; L. Michael and L. Flow.



Left to right: Mr. Lynnloy; Mr. R. Smith, Wurlitzer Operator of Jackson, Tenn.; Roy Melvin; and Wurlitzer Distributor L. F. LeStourgeon.



Harry Moseley, Richmond, Va., and "Mike" Hammergren.



Wurlitzer Operators D. R. Hinkle and C. L. Whitehead.



Left to right: "Mike" Hammergren; R. B. Box; Bill Deaton and L. L. Sebring.



Left to right: Mr. and Mrs. K. A. O'Connor; Mrs. R. T. Thomason; Mrs. W. R. Deaton and Bill Peters.

WURLITZER HOLDS OPEN HOUSE AT THE HOTEL BILTMORE ATLANTA, GA.



Here are pictures of another successful Wurlitzer Open House Meeting at the Hotel Biltmore, Atlanta, Ga. General Sales Manager Hammer-

gren was present in person with a group of other important executives from the factory, to welcome 197 guests—operators, distributors, friends.



Typical Hammergren Hospitality: Ralph Miller, Chattanooga Operator, gets a hearty handclasp from "Mike" Hammergren as the two met at the Atlanta Open House Party. Looking on, George Doyle, Manager of Wurlitzer's Atlanta Credit Office, and District Manager Fred Rabe. A favorite with operators, Hammergren hospitality is now famous from coast to coast.

(Below)

Delightful Guests—Left to right: Mrs. E. D. Benson, Mrs. J. T. English, Mrs. Smallwood and Mrs. G. Y. Elliott.



Open House At The Biltmore — Guests of Wurlitzer.



Left to right: Fred Rabe, Wurlitzer District Manager; J. T. English; E. D. Benson; Harold Hunt and G. Y. Elliott.

(Below)

A Big Wurlitzer Operator! Top to bottom: J. T. English—Wurlitzer Operator of Forsyth, Ga., and Wurlitzer Service Instructor Harold Hunt.



WURLITZER HOLDS OPEN HOUSE

GEORGE WASHINGTON HOTEL
JACKSONVILLE, FLORIDA



The Wurlitzer Open House held on August 16th at the George Washington Hotel in Jacksonville, Florida, marked a new high point for Wurlitzer District Manager Fred Rabe acting as host for the occasion. Present were Wurlitzer's

General Sales Manager "Mike" Hammergren with the "Wurlitzer Gang" of factory executives — and an enthusiastic attendance of 350 operators, distributors and guests.



Around table left to right: Mrs. Fred Rabe; Clyde Taylor; Mrs. Earl Cain; Ray Bice; Julian Johnston; Mrs. and Mr. O. J. Mullinix; Jack Williams; Mrs. Jack Williams; Mrs. and Mr. Fletcher Fuller; Mrs. and Mr. Hess; Miss Elizabeth Tapeley and Ed Wurgler.



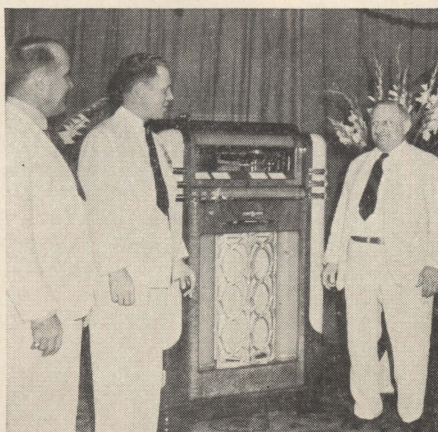
(Right)
Left to right: "Mike" Hammergren; Senator Dan Chappell; C. M. Stokes; Ray Manning; Leon Sieger and Sam Feldman.



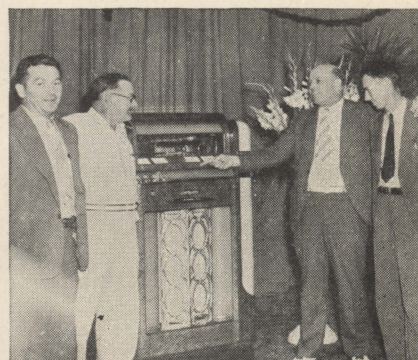
(Left)
Left to right: Ray Bice; Gleason Stambough; Ron Rood; C. M. Stokes; E. E. Clark; Fletcher Fuller; A. G. Howard.
In front: Harold Brant.



Left to right: John Mondelli; Miss Yulee Lowe; "Mike" Hammergren and J. E. McDermott.



Left to right: Wurlitzer District Manager Fred Rabe; "Mike" Hammergren and Sam Goldberg.



Left to right: Mr. Emerson; A. T. Pearce; C. M. Stokes and Ray Bice.

WURLITZER HOLDS OPEN HOUSE AT HOTEL ROOSEVELT NEW ORLEANS, LA.



With "Mike" Hammergren, General Sales Manager, serving as co-host with A. M. Mendez the District Manager, Wurlitzer again held another of its rousing open house get-together meetings. This time at New Orleans. 297 attended at the Hotel Roosevelt, includ-

ing many important southern operators all of whom enthusiastically endorsed the sales and service policies formulated. The new Wurlitzer Step by Step Modernization Plan was especially well received.



Left to right: Standing — A. Christensen; A. J. Theriot; Ellis Nasif; Bob Conner and E. Newell. Kneeling—W. Boudreaux; A. M. Mendez; R. Williams.

Left to right: J. E. Senac; P. Vicknair; Emile Senac; Mrs. O. J. Theriot; O. J. Theriot; Carlos Miguez; Mrs. F. B. Clesi; J. F. Bosch, Sr.; F. B. Clesi; Mrs. J. Senac.



Left to right: Standing — H. Crowe and Earl Stutes. Sitting — Nat Marcantel; Miss Kessler; Miss Fueslier and C. Young.



(Left)
"He's Clever"
—so said a group of music lovers of Herb Wedewen, Credit Manager of the Dallas, Texas office, as he tickled the ivories.

(Below) Left to right: Mrs. J. H. Peres; Mrs. M. Tortorich; Mrs. A. M. Mendez; Mrs. F. A. Puchot and Mr. M. Tortorich.



An important group of Wurlitzer Distributors and Operators that attended New Orleans Open House Meeting.

Left to right: R. E. Williams; F. A. Blalock; "Mike" Hammergren; J. H. Peres; A. M. Mendez; J. H. Schwartz; G. H. Doyle.



WURLITZER HOLDS OPEN HOUSE AT THE RICE HOTEL HOUSTON, TEXAS

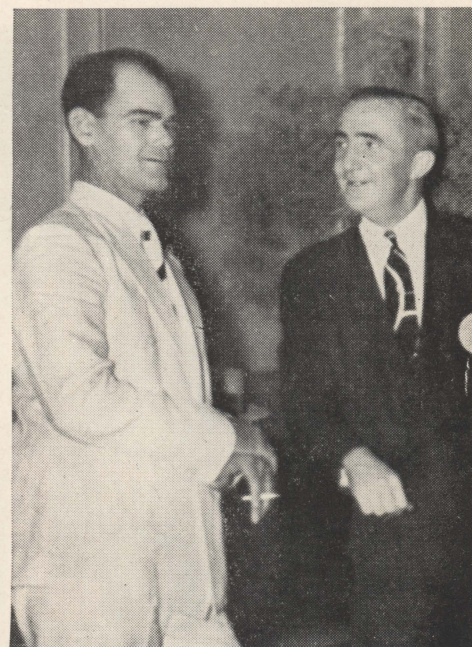


August 19th was the big day for Wurlitzer operators and distributors of the Lone Star State. The Rice Hotel was chosen as the most appropriate place of meeting, with over two hundred people in attendance.

The party got off to a flying start with "Mike" Hammergren, General Sales Manager, as host. His summary of Wurlitzer's modernization program and other policies met with unanimous approval in all quarters.



Houston distributor Hans Von Reydt with Wurlitzer operators Henry Cruse, Lester Hern, Bill Tinlin, and Bill Peacock.



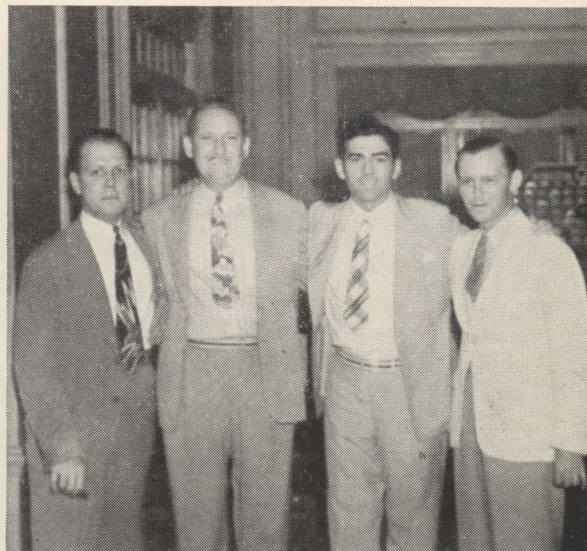
Looks like a good story C. B. Pierce of Beaumont, Texas, is telling Walter Reed, Wurlitzer Service Manager.



Jitterbugs tread out a tuneful measure at Houston's Rice Hotel ballroom. Recognize yourselves, boys and girls?



One of the festive groups, including Mr. and Mrs. N. C. Angelo, Mr. and Mrs. Joe Baine, and Mr. and Mrs. Joe Quartararo.



"Mike" Hammergren, Wurlitzer General Sales Manager, and some of his buddies—operators Jack Armstrong and George Cunningham, and distributor Hans Von Reydt.

WURLITZER HOLDS OPEN HOUSE THE HOTEL PLAZA SAN ANTONIO, TEXAS



Another of the coast-to-coast Open House Parties of the Wurlitzer Company was held recently at San Antonio, Texas. "Mike" Hammergren and his "gang" of factory executives

greeted 247 guests at the Hotel Plaza—most of them operators and distributors. Hearty approval was—as usual—given to the Wurlitzer Step by Step Modernization Plan.



Left to right: Wiley Ankrom; Bob Newman; Mrs. Bob Newman; Wright Styles; Oscar J. Branch; T. L. Cox; Bill Morris and Eddie Schatz, Jr.



Left to right: Mrs. O. Edge; Mrs. Wiley Ankrom; Mr. and Mrs. Oscar Clark; Mr. O. Edge; Wiley Ankrom and Mrs. McAda.



Left to right: J. C. Juarez; "Mike" Hammergren, R. C. (Dick) Durham and Earl Reynolds.



Left to right: N. F. (Bob) McGinnis; G. J. Klevenhagen; Mrs. and Mr. L. L. Allbritton.



Left to right: "Mike" Hammergren; L. L. Allbritton; Don French; J. M. Trevino; Bill Moke; Earl Reynolds and J. C. Juarez. Front row: Don French, Jr., and Mike Moke.



Seated, left to right: Wright Styles; W. H. Harkins; Eddie Schatz, Jr.; C. C. VanGilder; Lonny C. Dewess; W. H. Scarbrough and T. L. Cox. Standing: Herb Wedewen and Earl Reynolds, Wurlitzer District Manager.

WURLITZER HOLDS OPEN HOUSE THE ADOLPHUS HOTEL DALLAS, TEXAS



The Open House of the Wurlitzer Company held at Dallas fully sustained the chain of successes these meetings have enjoyed in their almost daily march across the continent. 251—mostly

Distributors and Operators—were there to meet “Mike” Hammergren and his “gang” of Wurlitzer executives. Needless to say, the Modernization Plan got the lion’s share of attention.



Mr. and Mrs. C. L. Dennard and Mr. and Mrs. Howard Dennard—Wurlitzer Operators—and party.



A Happy Wurlitzer Group

Nothing mirrors the success of a party more certainly than the happy expression on the faces of the guests. Here we have an enthusiastic Wurlitzer group that’s really going to town on the job of having a good time. “Mike” Hammergren is up there in the left hand corner having a whispered consultation with Earl Reynolds, Wurlitzer District Manager. Wurlitzer’s Modernization Plan? Ten to one that’s the topic!

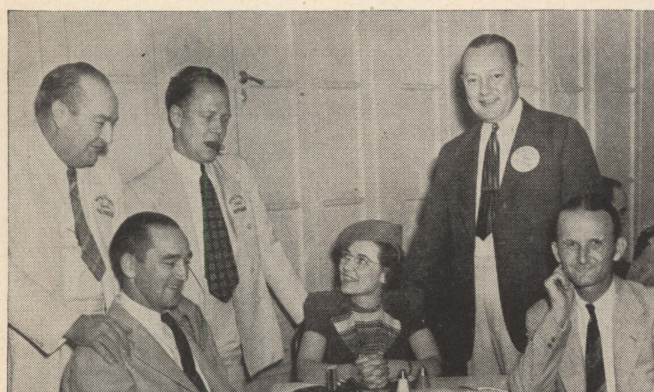


(Above)

Left to right: “Mike” Hammergren; Mrs. and Mr. Jack Maloney; Audrey and Earl Reynolds.

(Left)

Left to right: Earl E. Reynolds introduces “Mike” Hammergren to Mr. and Mrs. W. H. Newell and Mr. and Mrs. Geo. Bennett.



Left to right: Seated—Mr. and Mrs. Victor Cornelius and Mr. Barker. Standing—Earl E. Reynolds; “Mike” Hammergren Ernie Petering, Assistant General Sales Manager.



Left to right: Earl E. Reynolds, Wurlitzer Dist. Manager; J. V. Stone; H. Church Hay; Leroy Hay and “Mike” Hammergren.

WURLITZER HOLDS OPEN HOUSE AT HOLLYWOOD PLAZA LOS ANGELES, CAL.

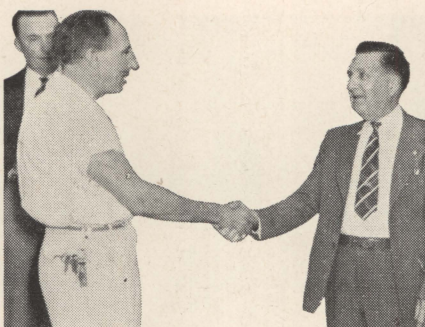


With W. E. Simmons, District Manager, and "Mike" Hammergren, General Sales Manager, serving as co-hosts, Wurlitzer added another rousing Open House gathering to the dozen or

so that have dotted the country during the last few weeks. 277 Distributors, Operators—their families and friends attended—and left with a rousing cheer for Wurlitzer.



The Lawrence Brothers Left to right: Ted G. and Roy Lawrence of Lawrence Bros., Long Beach, Calif. — Wurlitzer Operators—admiring the Wurlitzer Remote Control Selector.



Shake On It! The Wurlitzer Step by Step Modernization Plan sounds good to Bert Sanders and J. A. Farley — Wurlitzer Operators—and A. D. Osborn, Wurlitzer Distributor.



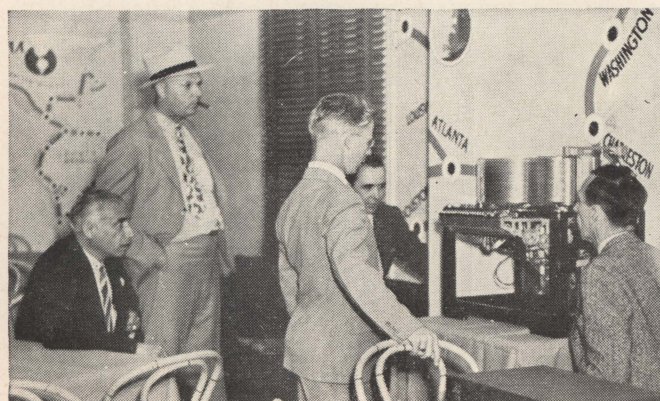
R. E. Tanner of Los Angeles, Wurlitzer Operator, and his attractive wife.



Wurlitzer Operator W. C. LeBahn (right to left) of Orange, Cal.—his wife and friends.



Left to right: E. H. Petering; Vic Sanders; W. E. Simmons, Wurlitzer District Manager, and Bert Sanders.



Left to right: Ralph Benaderet; Ben Bennett; Stanley Turner; Bud Parr and Ray Eberts.



Left to right: C. J. Morrissey; Steve King; E. F. Benjamin; W. E. Simmons; F. C. Hardy and Edward Wisler.

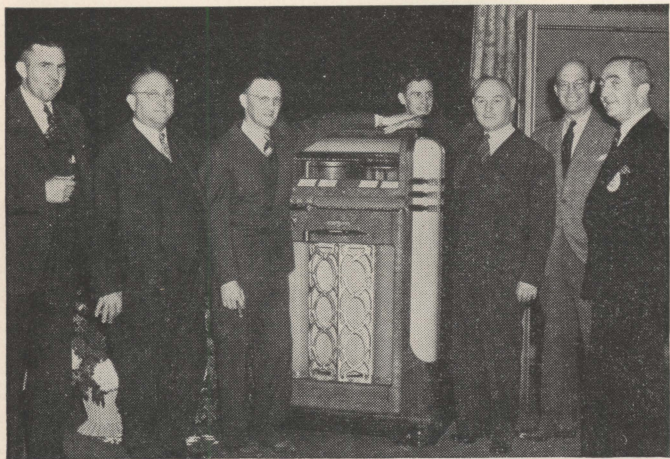
WURLITZER HOLDS OPEN HOUSE

HOTEL ST. FRANCIS
SAN FRANCISCO, CAL.



Below are shown views snapped at the Wurlitzer Open House Meeting held at the St. Francis Hotel, San Francisco. This was one of the most

successful of the series of gatherings at which General Sales Manager "Mike" Hammergren and his "gang" of factory executives played host.



Left to right: C. B. Newkirk; M. Sessler; D. H. Osborn, Wurlitzer Distributor; Clayton Ballard; W. J. Wood; L. E. Spear and W. B. Reed, Wurlitzer Service Manager.



Left to right: "Mike" Hammergren; Mrs. J. Shoemaker; H. S. Klemme; W. H. McMannis; Mr. Marty; Clayton Ballard; Kyle Wasson and Mr. Thomas.



(Left)
Left to right.
Mrs. M. Delaney; J. L. Bristow; Mrs. Bristow and Mr. M. Delaney.

(Right)
Left to right.
Clayton Ballard; "Mike" Hammergren; W. J. Wood and Clarence Leathurby.



Left to right: Wurlitzer operators of Oakland, California; Mrs. and Mr. F. E. Morgan and Mrs. and Mr. W. E. McMannis.



Left to right: District Manager Simmons; Sales Manager Hammergren; Distributor Bill Corcoran and Asst. General Sales Manager Petering.



Left to right: M. Sessler; District Manager, W. E. Simmons; Mrs. Phil Brown and "Mike" Hammergren.



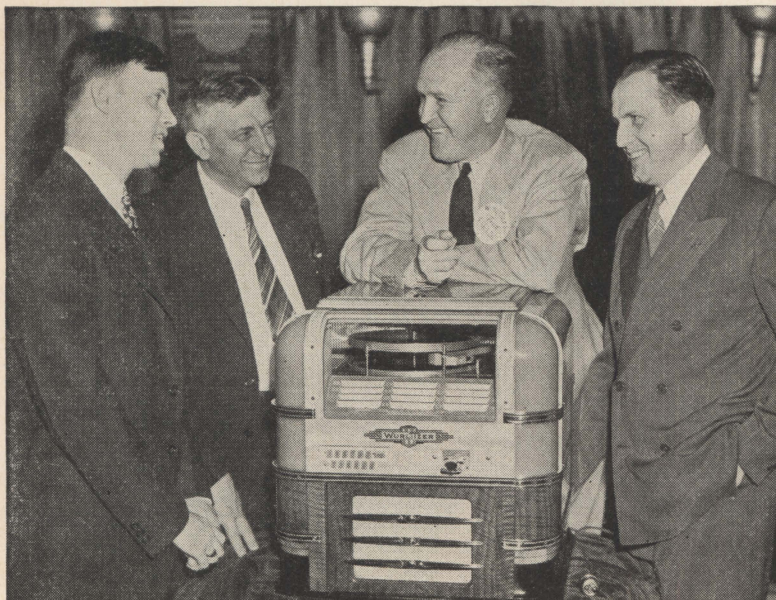
A Fascinating Mechanism— the Wurlitzer chassis! H. Zimmer, Wurlitzer Service Man, and Lew Menkes, Wurlitzer Operator, discuss the marvels of the Wurlitzer chassis.

WURLITZER HOLDS OPEN HOUSE HOTEL OLYMPIC SEATTLE, WASHINGTON



All day long they came in groups—in families — in crowds — to partake of Wurlitzer hospitality — to meet “Mike” Hammergren and

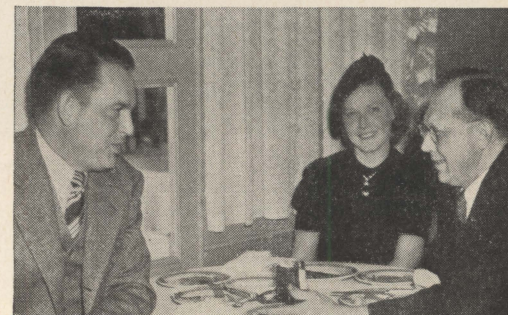
his “Gang” and to join in a general gabfest about all things Wurlitzer in the Northwest.



Left to right: W. J. Roy; Nick Foisy; Fred Fields, Wurlitzer District Manager, and Frank Countner.



Four Wurlitzer Operators — Left to right: A. F. McFee; W. F. Duggan; E. M. Perry and J. E. Owen.



Left to right: Wurlitzer Operators Mr. and Mrs. Cecil Walrath and Mr. B. A. Almvig.



Left to right: Hazel Gundlach; Evelyn Sandburg; Mrs. Roy Corbin; Jack Nicholson; Alex Clive and Mr. and Mrs. Royal T. Pinkerton.



Mr. and Mrs. Roy Peck, Wurlitzer Operators of Tacoma, Wash., and Wurlitzer Service Instructor J. Kage.



Left to right: Jack Nicholson; H. A. Schurman; “Al” Muir; W. M. Martin; Hazel Gundlach and Mrs. W. M. Martin.



Left to right: Mr. Whitman; Mr. and Mrs. Frank Knowlton, Wurlitzer Operators of Walla Walla, Wash.; Mr. A. E. Muir and Mr. Wm. Clark.

WURLITZER HOLDS OPEN HOUSE AT HOTEL NICOLLET MINNEAPOLIS, MINN.



We show below pictures of the rousing Open House Meeting of the Wurlitzer Company held at the Hotel Nicollet, Minneapolis, Minn. "Mike" Hammergren, General Sales Manager, and his

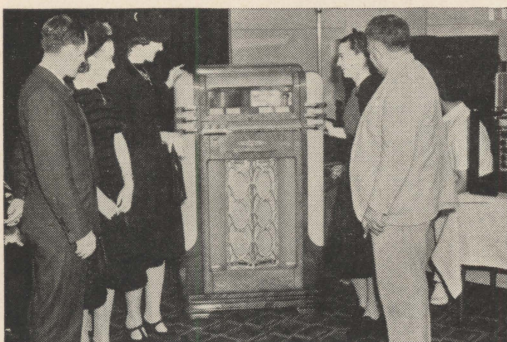
"Gang" of factory executives, were enthusiastically received by many operators who expressed cordial approval of the sales and service plans formulated.



(Left)
Mr. and Mrs. Meyer Schwarts of King Novelty Company—Wurlitzer Operators and Ernie Petering, Assistant General Sales Manager.



(Right)
Left to right: D. K. Carter, Wurlitzer Operator, with hosts Bill Mossbarger, Wurlitzer District Manager and "Mike" Hammergren.



(Left)
"Meet The Leader!" Says Tom Kady, praising the Wurlitzer 500. Tom is a Wurlitzer Operator from Grand Forks, N. D.



(Right)
Left to right: Seated—Walter Reed, Wurlitzer Service Manager; Samuel Bender; George Santrises and Jim Karusis. Standing—Spiro Manasis.



Among The Live Wires were: Dick Lynn; Jim Karusis; Don Leary; Bill Cohen, Wurlitzer Distributor; Cecil Terveer and Ben Friedman.



Left to right: Don Kennedy; Frank Larson; "Mike" Hammergren and W. C. Mossbarger.



This interesting group includes Wurlitzer Operators Al Bathrick; Harry Hayes and Cecil Pence.



Lucky Seven— that's what this group called itself when it learned about the Step Modernization Plan.

WURLITZER'S FAMED DESIGNER

Creates Sun Valley Village

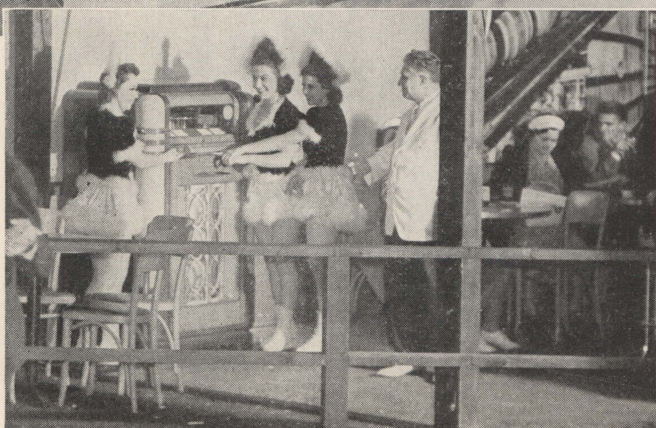
Outstanding World's Fair Feature



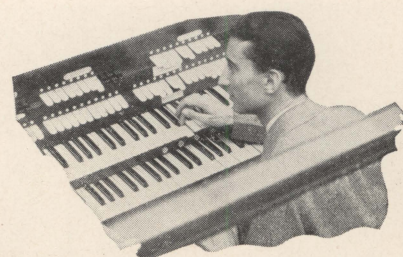
Paul Fuller, Wurlitzer's famed designer—the man to whose artistic genius is due the creation of Sun Valley Village. Mr. Fuller is a graduate of Europe's leading schools of design; one-time head of Marshall Fields Designing Studios and the originator of the hit exhibit of the 1934 Chicago World's Fair—"Black Forest."

The latest triumph of Paul Fuller, the man who designs Wurlitzer Phonographs, is "Sun Valley"—a veritable Winter wonderland which features ice spectacles, including skating shows and ski jumping exhibitions. The ice surface revolves to disappear underneath the buildings to be replaced by a dance floor.

Sun Valley's musical needs are well provided for and include a Wurlitzer Organ, a large orchestra and a Wurlitzer 500 coin-operated phonograph in its Restaurant, Rheingold Inn, which overlooks the rink.



Wurlitzer Phonograph fascinates three lovely members of the Ice Review—an attractive feature of Sun Valley Village.



Arlo Hults, organist at Sun Valley, shown at the console of the Mighty Wurlitzer Organ.

Coin Machine Industries, Inc., Plan for the Big 1940 Show

New Members Are Received— Enthusiasm Is In Evidence at September 12th Meeting Held at Sherman Hotel.

Chicago—The Coin Machine Industries, Inc., national manufacturers' association, held a directors' meeting at the Sherman Hotel on Sept. 12. The session was the first held since the heat of summer started the vacation season. The spirit of the meeting was enthusiastic and the discussions of many ideas and plans mentioned indicate that the organization will have a very busy year ahead of it. The enthusiasm of manufacturers in discussing association matters was also taken to indicate that the manufacturing business is now in an optimistic mood as the fall season begins.

27 New Members

One of the highlights of the session was the acting upon 27 new applications for membership in the SMI. To receive 27 new members in one evening in a manufacturers' group, is said to be something to crow about.

Leo J. Kelly, of Exhibit Supply Co., of Chicago, was elected as first vice-president of the organization to fill the vacancy left by J. G. Kelner, resigned. Kelly is widely known as a public-spirited member of the trade and it is expected he will be quite active in the future plans.

The meeting completed and approved the tentative by-laws under which the group had been working since its first organization.

Show Committees

The meeting was chiefly called to tackle the job of planning the next annual convention. Real enthusiasm was manifested as to the prospects for the next convention. It was stated that there is no question but what all available space will be sold earlier than usual. Contract blanks for exhibit space are to be mailed to the trade on or about Oct. 2.

A lot of convention details were discussed and ideas proposed. Two chief criticisms of the 1939 convention, it was said, were that the exhibition hours were too long and that too many "guest" tickets had been issued. It was decided that both of these matters will be corrected as far as possible. Plans are now being considered for arranging a program that will have matters of interest to distributors and the operating trade. An exchange of convention courtesies with the tobacco distributors' convention and the refrigeration convention has already been arranged, it was announced. This exchange of courtesies during the 1939 conventions served to acquaint new people with the industry, and it also had good publicity value.

The executive committee for the 1940 convention includes Leo J. Kelly, chairman; David C. Rockola, W. J. Ryan, Richard Groetchen and Sam Wolberg.

The show publicity committee consists of Herb Jones, chairman; Jack Nelson, Leo J. Kelly, A. E. Gebert and Jimmy Johnson.

The show entertainment committee consists of R. W. (Dick) Hood, chairman; Walter A. Tratsch and Myer Gensburg.

Fort Worth

Kirk's Guesser Scale is showing up on lots of locations in this city. The Dallas distributors, Folsom and Brown, are really pushing this new and novel scale which seems to meet the present fancy of the public.

The Groetchen Metal Typer is taking hold in this territory. Several units have appeared on location during the past week. Candy bar venders are also making their appearance as the cool weather slips in.

The Baker Machine and Plating Co. has announced a new counter cigaret machine called the "Missouri Mule." The machine is made in the exact likeness of a mule with coin chute in its head. When penny is inserted a certain color shows up. Winners are on red color.

Jack Maloney, manager Panther Novelty Co., is now the exclusive Fort Worth distributor for a new beverage drink that is sweeping this section of the country.

Operators Ben McDonald and Willard White are kept busy with their large routes of machines. These two ops just saw wood and say nothing, which is a swell practice for any op.

Operator Lee Moore is sporting a new car, a swell-looking number and how.

Frank N. Ball, pioneer op of this town, operates one of the swellest taverns situated on the Mineral

Wells highway, just west of the city. Frank is also active in the printing and letter business.

Operator A. E. Ritchey is busy pushing salesboards and deals.

Former operator Jack Durham, who sold his large route of venders a while back, is now operating an eatery on South Main street. Jack reports nice business.

C. V. Smith, the peanut king of Riverside, east wing of Fort Worth, is still going strong with his route of venders. Smith handles one of the largest vender routes in the city.

Counter games continue to hold the spotlight in this town along with salesboards. Phonographs and cigaret machines are running at top speed and making money for a dozen or more livewire ops in this cowtown.

Jack Maloney, Eddie Vinson and Bob Cowan and Beatrice Frankrich make weekly visits to Dallas to purchase records. These four are record selectors supreme. They know what will go in every spot and they know how to buy discs that will make money.

Jimmy Temple, girl manager of the Fortex Sales Co., this city, is doing a good business on salesboards. Jimmy knows the numbers that will make money for the operators and she renders them every co-operation in order that every board she sells proves a profit maker.

A REAL BUY!—ROWE



ARISTOCRAT 15c CIGARETTE VENDERS

SLUG PROOF COIN SLOT—6 Columns

Capacity 150 Packs
Vends Free Book

Matches
Sample \$18.50

5 or more \$16.00 ea.

Metal Floor Stand, \$3

Furnished with 20c

Coin Slot at \$2.00 extra.

Mechanism and

Finish G U A R A N T E E D Like New.

Terms: 1-3 with order, balance C.O.D.

D. Robbins & Co 1141 W. DeKalb
Brooklyn, N. Y.

W. H. NEWELL, Owner

JIMMIE TEMPLE, Mgr.

FORTEX SALES COMPANY

282 West 13th Street, Phone 2-5422 FORT WORTH, TEXAS

Jobbers and Distributors of all kinds of Punch Boards

We do not operate any punch boards and nobody has authority to use our name or operate under it.

OPERATORS—When in need of anything in our line come see us or write, wire or phone your orders.

Always the best in Punch Boards.

WILKY SAYS OPS GET NEW PROFITS IN COUNTER MODEL

"The counter model phonograph is gaining in popularity by leaps and bounds," says Ken Wilkinson of the United Amusement Co. of San Antonio, Texas. Wilkinson, who is Rock-Ola distributor for Luxury Lightups in his territory says the current swing to the counter model is particularly interesting in view of the fact that when they made their appearance there was some reluctance among operators to give them the same acceptance as the larger models. "The appearance of the new Rock-Ola Luxury Lightup Counter Model had a lot to do with changing reluctance into enthusiasm in Wilkinson's opinion. "With this new model it was possible for the first time to offer all location owners—even the smallest—all the performance of the larger models."

"As a result," continues Wilkinson, "operators have found it extremely profitable to fill in the gaps on their location routes. Where formerly they were content to place large models in the larger taverns, hotels, restaurants, etc., now they stop at the smaller in-between spots too. Naturally with new fields wide open for new business with virtually every small bar, cocktail lounge, cafe, drug or confectionery store an A-1 prospect for the new counter job—it's a cinch that operators are going to find the phonograph field more profitable than it's ever been before."

Wilkinson goes on to comment that in many cases, these smaller spots with their continuous day-in and day-out traffic assure a play for the counter models that approaches and often passes that given the big models in the big spots.

Asked what the Rock-Ola counter model Luxury Lightup had that impressed operators, Wilkinson says: "Undoubtedly the fact that Rock-Ola people put out the first counter model with a separate speaker is a big factor. This makes possible placing of the speaker at the best spot in the room, acoustics considered. And it eliminated one thing that patrons didn't like about other counter models—the blare of music right into their ears; especially if they happened to be seated near the machine."

"Of course," says Wilkinson, there are other important features and the operators who are familiar with the large Luxury Lightup know what they mean when it comes to giving the crowd a real thrill and a feeling that they're getting their money's worth. I mean such things as the brilliant animated color effects, the amazing fidelity of tone, 'just as recorded,' the hand 5c and 10c 99% slug-proof drop-style coin chute and a selection of twelve records."

"The counter models are here to

stay," says Wilkinson, who offers this bit of advice to operators: "As soon as you start locating these little money-makers in the spots you have been passing up—those with limited floor space—or the multi-room locations—you're just about doubling your chances for profitable locations."

The Rock-Ola counter model Luxury Lightup is powered to handle two speakers. It takes up a minimum of counter space—size is only 22½" high, 24" wide, 21" deep.

San Antonio

Sam May, head of the Sam May Company, down on Main avenue, is still receiving those Mills Throne of Music phonos by the carload. Sam says that his sales are holding up swell even in the face of facts that 1940 is just around the corner.

* * *

This city will have a number of coinmen visiting the January Coin Machine Show. Since the manufacturers have gotten together and there will be only one show, a number of operators and jobbers plan to attend.

* * *

C. R. Adelberg of Stoner Corporation, Aurora, Illinois, was a San Antonio visitor recently. C. R. and the Mrs. were making all the large Southwest cities in the interest of the Stoner candy bar vender.

* * *

K. F. (Wilky) Wilkinson, and his United Amusement Company, are doing an attractive selling job for Rock-Ola on their Luxury Lightup models. Wilky's traveling showroom is making a big hit wherever it goes and operators appreciate having a showroom brought right up to their front door.

* * *

San Antonio Novelty & Amusement Company, are enjoying nice business. This firm is located at 401 S. Main avenue where they are housed in nice quarters.

* * *

Earl Reynolds, State Representative for the Rudolph Wurlitzer Company, visited the offices of the Simplex Distributing Company, on Sev-

enth street, a few days ago. The San Antonio office of Simplex Distributing Co. have had heavy sales on all Wurlitzer Phonograph Models every month during 1939. The office looks forward to closing the next sixty days of 1939 with a high record for sales.

He: "Meet me at the Waldorf Astoria at eight."

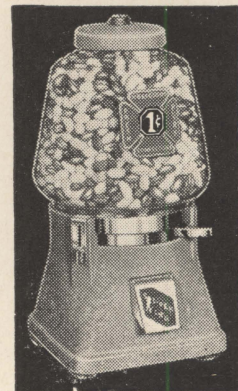
She: "The Waldorf? . . ."

Say, that's a nice place."

He: "Yeah, and it's close to where we're going too."

They say the most who use the fewest words.

MODERN MACHINES MAKE MORE MONEY! NEW "HAMMERLOID" SILVER KING VENDORS



\$6.50 Each

(Less in quantities)

AUTOMATIC METAL POLISH. New discovery! Keeps finest mirror finish on all aluminum, chrome nickel parts. Large 5 oz. can . . . 50c

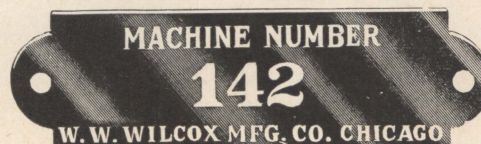
AUTOMATIC GAMES

2425 Fullerton Ave.

Chicago

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size ¾"x2½". Can have any lettering or numbering on plate within reason.

50	@	7c	each—Total	\$3.50
100	@	5c	each—Total	5.00
250	@	4c	each—Total	10.00
500	@	3½c	each—Total	17.50

Write for Circular on

BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago

Easier
TO BUY

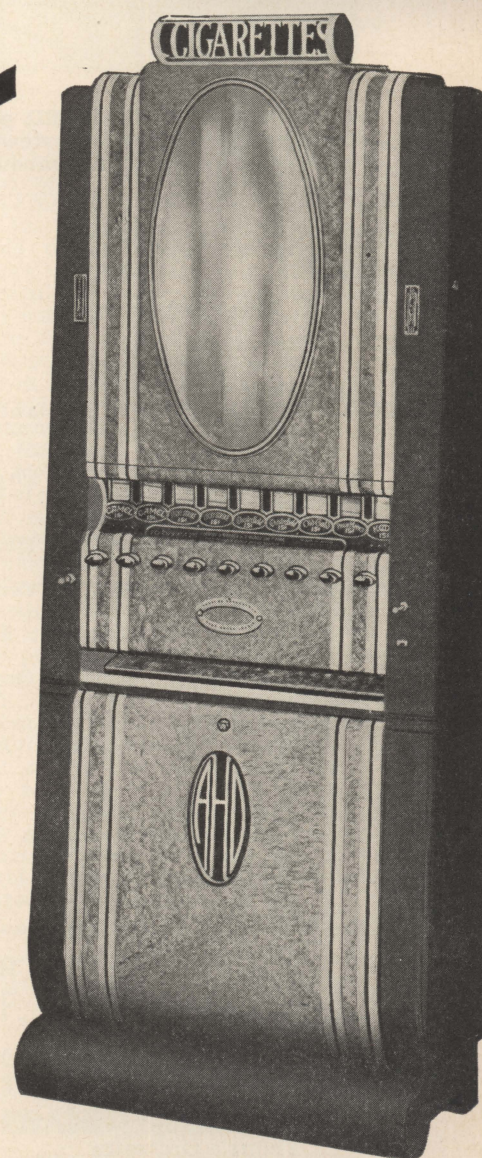
LUNCH

BAR
TAVERN

**TEXAS OPERATORS!
INVESTIGATE THE TIME
PAYMENT PLAN ON TEXAS'
FAVORITE CIGARETTE
MACHINE**

'DuGRENIER'

**"America's Finest
Cigarette Machine"
It's EASIER to BUY!
WRITE NOW!**



DU GRENIER
SALES CORPORATION
(International Bldg., Rockefeller Center)
630 Fifth Ave., New York



CROWDS ARE REPORTED gathering around **Ten Strike**, the new bowling game now on preview at the Sherman Hotel, Chicago. The new game was recently announced by H. C. Evans & Co. Chicago.

BEST DECCA RECORDS FOR OPS

Vocal and Dance

- 2256—"The Jumpin' Jive"
"Chico's Love Song"
Andrews Sisters
- 2750—"The Man With The Mandolin"
"Utt Day Zay"
Leo Watson and His Orch.
- 2755—"Ping-Pong Polka"
"Harvester"
Jolly Jack Nobel and His Band
- 2579—"The Girl Behind The Venetian Blind"
"Does Your Heart Beat For Me?"
Russ Morgan and His Orch.
- 2728—"Rosetta"
"Love Me"
Woody Herman and His Orch.
- 2732—"My Prayer"
"South of the Border"
Ambrose and Orchestra
- 2707—"Address Unknown"
"You Bring Me Down"
Ink Spots
- 2721—"My Last Goodbye"
"Heart of Mine"
Ella Fitzgerald and Her Famous Orchestra
- 2703—"Day In Day Out"
"Cherry"
Bob Crosby and His Orch.
- 2676—"Home On the Range"
"Missouri Waltz"
Bing Crosby with Victor Young's Orchestra

Hillbilly and String Band

- 5725—"Truck Driver's Blues"
"I'm Tired of You"
Cliff Bruner and His Boys
- 5719—"Is This A Dream"
"I Still Care For You"
The Texas Wanderers
- 5718—"Ditty Wah Ditty"
"A Mouse Been Messin' Around"
Bill Carlisle's Kentucky Boys

- 5713—"Wabash Cannon Ball"
"Sparkling Blue Eyes"
Bill Carlisle's Kentucky Boys
- 5672—"I'll Keep on Loving You"
"Over Moonlit Waters"
Cliff Bruner's Texas Wanderers
- Race Blues and Dance**
- 7609—"Keep A-Knockin"
"At the Swing Cats' Ball"
Louie Jordan and His Tympany Five
- 7615—"Lemon Roller"
"Forsaken Blues"
Lee Brown
- 7626—"I Can Lay It On Down"
"Low Down Feelin"
Lee Brown
- 7627—"Come Easy Go Easy"
"Plain Lenox Avenue"
Rosetta Howard with the Harlem Blues Serenaders
- 7622—"You Can't Fix It Back"
"Journey From The Germa"
The Honey Dripper (Roosevelt Sykes)

No Normal man can be an atheist at heart even if he seems to profess disbelief . . . every person has a sixth sense, which is a spiritual consciousness.

GET KIRK'S
GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR HEART BEAT" feature

★
GREATEST MONEY MAKER EVER BUILT
★

C.R. KIRK & CO.
2626 W. WASHINGTON BOULEVARD
CHICAGO, ILLINOIS

→ **ALL MECHANICAL OPERATION** ←

Dallas

The demand for phonographs in Dallas has increased. Most local distributors report an increased demand for phonos. One distributor says that he is unable to get delivery as fast as orders are coming through.

Tommie Ryan, former local operator of music machines, has joined the staff of Howard Dennard, one of the larger music operators of East Texas. His headquarters will be at Mineola, Texas.

A. H. Shannon, of Houston, was in Dallas recently. Shannon is South Texas distributor for Buckley Manufacturing Co. wall boxes. Shannon reports the music business good in the southern half of the State.

Howard Dennard, of Mineola, Texas, says that business is good in the east section of the state. Dennard operates an extensive music business in several East Texas cities, his headquarters being at Mineola.

The city of Dallas began the installation this week of 500 parking meters. The machines are a part of 1500 machines recently purchased from the Dual Meter Co., of Oklahoma City. They will replace manual type machines now in use by the city.

Chicago—Pan Confections have announced four new items, novelties filled with bulk candies and come in four shapes, a pencil, a locomotive, a gun and a nursing bottle.

AUTOMATIC WORLD covers the SOUTHWEST like the dew.

DECCA RECORD SMASH HITS!

21c Each to Operators

"Truck Drivers Blues"

5725 Cliff Bruner & His Boys

"Keep a-Knockin'"

7609 Louie Jordan & His Tampany Five

"The Last Letter"

5726 Jimmie Davis
5383 Rex Griffin

"Address Unknown"

2707 Ink Spots
2520 Guy Lombardo & His Royal Canadians

DECCA DISTRIBUTING CORP.

517 Canal St., New Orleans, La.

2025 Main St.,
Dallas, Texas

72 Central Ave.
S. W., Atlanta,
Ga.

1313 Dallas Ave.,
Houston, Texas.

632 Madison Ave.
Memphis, Tenn.

FISHER BROWN VISITS ROCK-OLA

Chicago—Fisher Brown, that genial gentleman from Texas (2206 South Harwood Street, Dallas, to be specific)—whom everyone in the coin industry knows and respects—made his mid-year visit to the big Rock-Ola plant. He brought his family along for a little outing and while he transacted his business, they were conducted through the huge plant to see exactly how the Luxury Lightup phonographs are made. They expressed amazement at the activities and extent of the big factory—covering around half a million square feet of floor space—at the many modern machines used to manufacture the new Luxury Lightup phonographs—and at the endless tests each phonograph must pass before it is ready for the shipping room.

Fisher Brown began his business career in the coin-machine field when it was experiencing its first growing pains. He has weathered the storms and has watched its rise to a first-ranking industry. Naturally his own business has grown steadily and prospered. In view of his long experience, his ideas are always interesting and sound. Mr. Brown says that he believes the industry has reached a point of stability; that the coin-operated pho-

nograph is here to stay and that there is a definite market for the purveyor of coin-operated music. Recently co-operative efforts have been initiated among operator groups—between distributor and manufacturer—and he feels that his movement to join forces and work for the good of the industry as a whole is doing more to establish the industry on a high reputable plane.

While Mr. Brown visited the factory, he put in an order for several carloads of Rock-Ola Luxury Lightup phonographs to go down to Texas for immediate delivery.

"We have had an excellent business in the Luxury Lightup phonographs," stated Mr. Brown. "People in Texas are really keen on these brilliant and colorful phonographs. There's an animation in the colored lightup effects and the colored areas of plastics in the cabinet that has no equal and these glamorous phonographs surely do attract the customers. The Luxury Lightup line is complete in itself—so that no matter what the location need, there is a model for it. With these new phonographs, our operators have been able to secure unlimited new locations—especially with the counter model which is adapted to smaller locations which cannot afford the larger machine."

SAYS CONDITIONS DO NOT WARRANT PRICE RISES

Following the declarations of war in Europe, coin machine ops have been very much in the dark about probable price trends, as were all others. Were the quick rises in commodity prices justified, and would they continue?

The famous Macy store in New York has performed a service by giving a picture of the price situation following the outbreak of hostilities 25 years ago, and offering comment in the light of that information. We quote from the statement of Q. Forrest Walker, economist of R. H. Macy & Co., Inc.

"The first week of the war abroad has witnessed an outbreak of speculative and somewhat panicky buying of raw materials and some types of finished goods. The price advances of the more important commodities have been sharp and generally not justified by existing stocks and probable demand over the coming months. In an effort to stabilize their markets, many producers have withdrawn prices of finished goods. The speculative buying fever continues, and for that reason it is worth while to appraise the situation carefully and seek to avoid the inevitable reaction that such speculative activity always engenders. Domestic business will suffer severely if speculative buying is carried too far.

"Conditions today are not the

same as in 1914, but it will be helpful to review the behavior of prices in the early part of the World War period. Perhaps the best summary is found in the studies of the War Industries Board published after the war.

"The first changes in commodity prices caused by the war in this country," said the board, "arose from speculative anticipations of alterations that would come in demand and supply. The sharp advances during August 1914 in the prices of sugar, grains, spices, and fibers had this character. Many of the rather panicky apprehensions proved to be mistaken or at least premature, so that the prices that had bounded up suddenly subsided again in September and October. This happened in the markets for sugar, spices, fibers, and several of the grains, though not in the market for wheat. While the commodities that were immediately affected in this fashion were not numerous, they were sufficiently important to cause a 4-point rise in the 'all-commodities' index number in August and a 2-point drop in October. After this flurry the index number settled at its pre-war level and remained there during the first six months of 1915."

"The Board's index number for food products rose from 98 in July 1914 to 106 in September of that year, but by June 1915 it was down to 96. The index of clothing products was at 99 in August 1914, and it was unchanged one year later.

Refined sugar rose from 5.10 cents in August to 7.06 cents in September 1914, but in November 1914 it dropped back to the August level. Hogs were \$9.035 in August 1914 but in December 1914 the average price was \$7.19 per cwt. Raw cotton declined sharply after the outbreak of the war and did not recover until almost a year later. There were, of course, some exceptions, but generally the initial spurt of prices was followed by a decline to pre-war levels.

"The Bureau of Labor Statistics index of the cost of living stood at 103.0 in December 1914 and one year later it was only 105.1. In short, the real price rise of the last war did not come until it became apparent that a long struggle was ahead and we ourselves were drawn into the conflict.

"We cannot, of course, depend wholly upon our past experience as a guide; but there are other factors in the current situation that must be considered. The allied nations enter this conflict far better prepared than in 1914. There is not the same drastic urgency for all kinds of war supplies. Moreover, stocks of important raw materials, particularly foodstuffs, are large and still sufficiently burdensome to require federal assistance to finance their storage. There is perhaps less reason now than in 1914 to warrant sharply rising prices of primary commodities. It is well to remember that both at home and abroad the technique of governmental control of war time prices is well known and can be promptly applied to restrain speculative excesses if such a remedy proves necessary.

"But a more immediate practical question is the ability of the American consumer to pay for speculative price increases. In the absence of rapidly increasing employment and national income, advancing prices are bound to meet strong consumer resistance. It is significant that automobile industry recognizes the wisdom of seeking expanding sales with reduced prices on its new models. While the business situation has been improving, it could be easily checked by unwarranted price increases."

F. C. EWING CO.

The Operator's Friend

Triple Cleaned No. 1 Spanish
PEANUTS, 1938 CROP

The Nuts With a Flavor
Blanched Virginia Peanuts
and Cashew Nuts

Fancy Grades for Vending
Machines

WRITE FOR PRICES

1414-16 E. Lancaster, P. O. Box 851
Phone 2-8648

FORT WORTH, TEXAS

Louisiana News Items

The days are still warm along the dreamy bayous of the Pelican State, the political issue remains hot but the nights are cool and indoor locations are again gaining the advantage of coin machine patronage. The football season is now in full swing and there is plenty of excitement over recent developments in Europe. The war-boom rise in leading agriculture of the state is having a good effect on general trade and all in all operators are optimistic over the fall prospects. As for New Orleans, this city will soon fling open her doors for the winter season of horse racing, Sugar Bowl events and an unusually early Mardi Gras season.

* * *

The hotbed for political corruption which has shaken the land from ocean to ocean, Louisiana has apparently not been hurt very seriously by the exposure. Its a safe bet now that the state will be one of the cleanest in the nation and that other states will soon take it upon themselves to follow suit. The former governor of the state had spent so many thousands of dollars manufacturing bronze plaques to have his name attached to every public building in Louisiana that there is now a clamor for the return of this money which would probably alone pave many mile of state highways.

* * *

October 1 was move day in New Orleans and the coin machine men did not escape its discomforts. The Crescent City Novelty Company and Pleasure Amusement Company moved from South Rampart street to 1010 Poydras street where larger quarters are located. Andy Monts has moved his A. M. Amusement Company to 1002 Poydras street. Now there is about 50 per cent of the coin machine business of New Orleans done on this same Poydras street and even this estimate is very conservative.

* * *

Back from a month's trip to both world's fairs and a visit to the R. Wurlitzer factory at North Tonnawanda, N. Y., Jules Peres, head of the J. H. Peres Novelty Company, Wurlitzer distributor, is ready to set new peaks for sales this fall and winter. Peres has recently prepared for wider distribution of Wurlitzer machines but putting Frank De Barros on the road and the results are ready gratifying. Al Mendez, district Wurlitzer manager, has returned from directing a successful "open house" at Nashville where about 100 Tennessee and North Alabama distributors and operators had one grand day.

* * *

Ben Boldt, advertising and sales promotion manager for the Rock-Ola Manufacturing Company, spent three days in the New Orleans area early in September when he expressed keen satisfaction over the

expansion program put into effect by the Rock-Ola company in Louisiana and Texas under the area management of Si. Schachter. Boldt also took a side trip to Biloxi where he conferred with Rock-Ola's coast distributor, the Gulf Coast Novelty Company. Both the Louisiana Amusement Company and the Dixie Music Company, state distributor of Rock-Ola find business picking up since cool weather has arrived.

* * *

The Dixie Coin Machine Company reports keen interest being shown in the new creations of the Chicago factories. Exhibit Supply's new 1940 Golden Gate; Bally's latest games, White Sails, Gold Cup, Vogue and Gold Medal; Daval's Triple Threat and Gottlieb's Keen-A-Ball are the best looking lot of new merchandise ever displayed on the eve of a fall and winter season and Julius Pace, head of the Dixie company, looks for a peak season.

* * *

Another sure sign that the winter season is rapidly approaching is the frequency of the question, "Are You Going to the Convention This Year?" And there is keener interest being shown by operators in making the trip this time because the manufacturers have seen to it that only one show will contain all displays. The two-show idea did not click with the local delegation last year and many of the old timers expressed their unwillingness to go again if one trip would not open the full deck.

* * *

Heard along the bayous: Ben Neubauer still doing a good job of operating music machines along Bayou Lafourche Buster Clesi of the Great Southern Novelty Company just returning from a trip to Dallas. . . . Julius Pace, New Orleans ops' president, spending more time at his daughter's house these days so as to play with baby Julius. . . . Ernie Oertle, manager of the Southern Music Sales Company, reporting further good demand for Brunswick and Vocalion records and J. P. Seeburg phonographs. . . . Gottlieb's Lot-O-Fun still in good demand, second hands bringing premiums as operators along the bayous report this game one of the best ever produced. . . . Fall recovery in play reported at the leading coin playlands of New Orleans. Mark Boas-

berg, manager of the Sport Center, still giving the Stoner games much credit for a good season. . . . Harry Batt closing down a very successful season at Pontchartrain Beach. Batt hopes to open with a full resort costing a million and a half next season, including one of the South's best coin machine playlands. . . . Ed Rorríguez, the Cuban Ambassador to his friends, just back from a trip to Miami. And those new motor bikes he uses for servicing machines. . . . The Great Southern Novelty Company forging ahead in the race for best looking stenogs with addition of Miss Alice Maloney as Buster Clesi's new secretary. When Irish Eyes Are Smiling, etc. . . . Ray Bosworth of the New Orleans Novelty Company just back from a trip to New York and Chicago. . . . R. N. McCormick, Southern sales manager for Decca, reporting a heavy demand for Bing Crosby's recordings from the Star Maker, especially An Apple for the Teacher. . . . And money lost by the Southern League likers following the shellacking of the Nashville Volunteers by those pesky Cats of Fort Worth.

Lansdowne, Pa.—Candy Crafters, makers of candies for vending machines, have announced the addition of a ball gum manufacturing plant to their factories. They will market a full line of ball gums. A. S. Livingston will be in charge of production.

An Optimist is a fellow who will go out to look for a furnished room with a saxophone under his arm.

IRON STANDS

FOR PEANUT
AND BALL GUM
MACHINES

PRICE
\$1.50 EACH

F.O.B. Fort Worth
Shipping Weight
25 Lbs. Each

F. C.
EWING
CO.

"THE OPERATOR'S FRIEND"

1414-16 E. Lancaster. P. O. Box 851
FORT WORTH, TEXAS

ADVANCE VENDING MACHINES

SEND FOR CATALOGUE NO. 39

MORE THAN 100 MODELS

ADVANCE MACHINE COMPANY

4647 RAVENSWOOD AVENUE

CHICAGO, ILL.



Dan B. Cohen, Pleasure Music Company, New Orleans, La., puts his signature to a substantial order for Wurlitzer Models 500, 600 and 61. Wurlitzer District Manager A. M. Mendez and Wurlitzer General Sales Manager Mike Hammergren look on while Dan signs.

Phonograph Manufacturers Organize New Trade Ass'n.

Formation of a new trade association by manufacturers of automatic phonographs has just been announced to phonograph operators throughout the country in a letter on Association stationery signed by the five members—The John Gabel Mfg. Co., Mills Novelty Company, Rock-Ola Manufacturing Corporation, J. P. Seeburg Corporation, and The Rudolph Wurlitzer Company.

The name of the new association is Automatic Phonograph Manufacturers Association or APMA, and its headquarters are at 120 South LaSalle Street, Chicago.

The letter announcing the Association follows:

To Operators of
Automatic Phonographs:

**APMA Organized for More Effective
Industry Cooperation**

Just as the automobile manufacturers, the electrical manufacturers, and practically every other manufacturing group have their trade associations to promote the welfare of their industries, the recently organized Automatic Phonograph Manufacturers Association—APMA—will as an entirely voluntary association of manufacturers of automatic phonographs, serve this industry for the purpose of making the business of operating, distributing and manufacturing automatic phonographs a more permanent, satisfactory and profitable business for all concerned.

As you know, we have for more than four years been members of the Musical Instrument Division of National Association of Coin-Operated Machine Manufacturers, and through that organization as well as by our individual efforts have vigorously opposed many attempts of

outside groups and organizations to interfere with and injure our industry. Many of these attempts would have seriously interfered with and injured both your business and ours without the effective opposition which has been presented, often with your co-operation either individually or collectively.

While APMA completely supersedes the Musical Instrument Division of NACOMM, we believe thoroughly in continuing a friendly and co-operative attitude toward all other industries and with the various branches of national, state and local governments. We recommend a similar attitude on your part.

Please feel free at all times to call on this new association for such information or suggestions as it may be able to furnish, and please do not fail to report promptly and fully all matters coming to your attention affecting the industry. Your use of our association office as a clearing house for such reports and infor-

mation will enable us to function more effectively for the protection of all operators.

The secretary of APMA is C. S. Darling, who for the past five years has served as secretary of NACOMM and its Musical Instrument Division. F. J. Newman continues as his assistant. Both are well known to many of you. Do not hesitate to write them on any matter of mutual interest. Your suggestions will always be welcome.

Cordially yours,

The John Gabel Mfg. Co.,
Mills Novelty Co.,
Rock-Ola Mfg. Corp.
J. P. Seeburg Corp.,
The Rudolph Wurlitzer Co.

The Secretary reports that although the letter has been in the mail but a few days, already a number of letters reporting local conditions and seeking suggestions and advice have been received from operators in various parts of the country.

Chicago, Ill.—Bally Manufacturing Company report huge backlog of orders still piling up for their Beverage vender. This beverage vender is now proclaimed by operators to be the tops.

The Boy who considers his Dad a hero seldom come before the Bar of Justice.

Phonograph Operators

The 1939 VELVETONE
2000-Play Needle

Is Now the Peer of Them
All.

IT'S DIFFERENT

L. E. TURNER

1228 Park Row Bldg.
NEW YORK, N. Y.

Supreme Special TRADE CHECKS

Brass, Aluminum or Steel

100	\$3.50	400	\$9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

Terms—One-third cash, balance C.O.D.

SUPREME PRODUCTS CO.

333 N. Michigan Avenue
CHICAGO, ILLINOIS

Lettered
on both sides

— ROUND —
— OCTAGON —
— SQUARE —

Best
in
the
World

HOUSTON NEWS NOTES

By Staff Correspondent

In August Attorney General Gerald C. Mann filed suit in Travis County District Court for forfeiture of charter of Music Operators Association, Inc. of Houston on grounds that it was not operating for the purpose for which it was chartered. His petition contended that among other things, the association attempted to fix prices of music machines, control sales, and rentals of machines in business houses, and in other ways stifle competition. Temporary restraining injunction was immediately granted and a hearing set for September.

Early in September the Music Operators Association, Inc. of Houston voluntarily dissolved the corporation and surrendered its charter. The voluntary application for dissolution of the corporation, which was granted without question, was signed by all officers and a majority of the members of the operators association.

After the Music Operators Association, Inc. of Houston had disbanded a new organization, Associated Phonograph Operators of Harris County, was formed. A majority of the music operators of Harris county were immediately accepted as members. Officers are: President, F. S. Clancy; Vice-President, Sam Ayo; Treasurer, Lester Hearn; Secretary, W. A. Niemackl.

The new organization held its first meeting on the evening of September 21st. A short business session was followed by a social hour with a big feed. Attorney W. H. Scott was speaker of the evening. Exactly thirty-nine music operators and three visitors were present.

Kirk scales with penny slots are riding a high wave of popularity here at present. The proposition of no pay if correct weight is guessed seems to be the magnet that draws them. An impartial hour to hour check on a scale at a prominent downtown location showed, in addition to an extraordinary number of plays, the following interesting facts: a majority of the patrons were women and 90 percent of them read the "guesser" proposition before depositing their coin; quite a few, after getting their correct weight, checked the machine by setting the red hand and taking a free weighing; a very small percent showed interest in their heart beats.

Operator Ben Rothstein really gets a kick out of bowling. Each Tuesday evening he's knocking them over at Main alleys and be his score rotten, medium, or good, he always gets his money's worth of fun.

Miss Leni Smith, secretary of Houston Electro Ball office, went

fishing and had plenty of luck. The catch was mostly trout with a nice sprinkling of large red snappers. They fished from boats out from the mouth of the Bernard river.

Tom Gibbons almost became heavyweight champion of the world because he got tired of being known simply as "Mike Gibbons' brother," and started out to do something about it. Seems as if Buster Ayo, salesman for Decca, feels sorta the same way. He's tired of being referred to merely as Sam Ayo's brother. Of course Sam is one of the best music operators in these parts and Buster is proud of that; still Buster has made quite a reputation for himself as a salesman the past year and a half and we think his attitude justified. Next time we are in Decca office we are going to learn his initials and not refer to him again as "Buster" Ayo.

Detroit—Earl Poppenger, proprietor of F. & W. Products Corp., operators of candy, gum and peanut vending machines, mostly in industrial plants, reports business good. He reports the addition of a number of new machines to their routes and is planning to add several more shortly.

For ten years AUTOMATIC WORLD has served operators of the Southwest. It is truly their "Buyers Guide."

MIDGET BASEBALL "CLICKS"

Since announcing their new penny skill game, Midget Baseball, D. Robbins & Company report that they have been flooded with orders from operators and jobbers. This is no doubt due to the fact that there are very few small penny skill games being made today, and D. Robbins & Company has therefore taken advantage of the large demand for such games. Several hundred Midget Baseball games are now being operated in New York City and operators report excellent earnings. One of the most important features of this game is the vending of a ball of gum for each penny in addition to the amusement features. Although D. Robbins & Company sold over 4000 Bingo counter games, Dave Robbins is of the opinion that Midget Baseball will enjoy even greater sales, because it has greater playing appeal.

Detroit.—M. Medford, Detroit vending machine operator, is expanding his routes and recently added new National Vendors.

Detroit—Norman Nowak, operator of nickel candy bar and Tasty Snax machines, is finding business good in this territory. He recently increased his routes by a substantial purchase of vending machines.

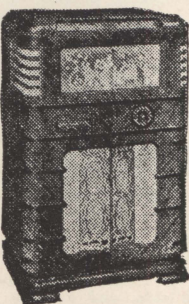
AUTOMATIC WORLD is the only coin machine trade paper that gives advertisers a 100% coverage of the great Southwest.

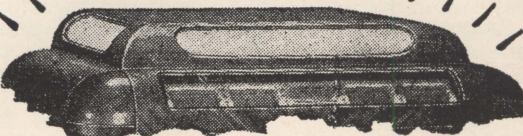
NEW 1940

DOMES

Only at **G & G**

For Wurlitzer 616-616A Only—Illuminated
3 Sides — Finest Workmanship — Money-
Back Guarantee!





\$8⁹⁵

1940 Changeover GRILLE

For Wurlitzer 412-616-616A-716 and Rock-Ola
Imperial 20.

\$13⁶⁶ COMPLETE

Choice of Aluminum
Grille and 2 columns of
plastic or 3 columns of
plastic with side louvre
and top panel.

G & G WON'T BE UNDERSOLD!

GERBER & GLASS

914 DIVERSEY
CHICAGO, ILL.

Looking Back Eight Years

Eight years ago phonographs were being boosted very little. Mills, Gable, Seeburg and perhaps Capehart Corporation, were making a few units weekly. However, Permo Products Corporation were advertising their 2000 play Permo Point needle.

S. F. D. Meffley, Chicago, had just been appointed Managing Director of Automatic Merchandisers Association which had been affiliated with the National Coin Machine Operators Association. The merger blew up in about three months and the manufacturers stepped in and took over the holding of the annual coin machine show. Up to 1931 the annual shows were held by the operators.

Joe Calcutt and his Vending Machine Co., were pushing Electric Baseball, a small counter game made by Keeney & Sons and Peo Manufacturing Corp., were advertising three points as follows: "We Originate—Not Imitate," "Peo Made Means Well Made," "Every Machine a Proven Profit Maker—and Guaranteed."

Norris "The Master" was advertising their first metal toy vender and W. C. Steel Ball Table Co., Fort Worth, were selling midget pool tables faster than they could make them.

The Vending Machine Manufacturers Association had held its final convention and Exhibition at Hotel New Yorker, New York City. Mr. Kapelson had charge of the Automatic World booth at this show. Buddy Sales Corp., Brooklyn, N. Y., were advertising the Ferris Wheel Merchandiser and the Traveling Crane while C. D. Fairchild, Inc., Syracuse, N. Y. was offering operators a counter game called "Bat-A-Ball."

D. Gottlieb & Co., was located at 4318 West Chicago Avenue, and was making a small counter game called "Miniature Baseball." Alamo Novelty Company of San Antonio, Texas, was shipping "Ten-Ball Pool Tables" into every state in the Union, while Becker Food Products Co., of Hoboken, N. J. were advertising salted peanuts for vending machines.

F. C. Ewing Company, Fort Worth, was distributing machines for O. D. Jennings, DuGrenier and Columbus Vending Machine Company and Exhibit Supply Company was boosting their "Iron Claw."

The Pulver Co., of Rochester, N. Y. had just announced their new "Clark Model" gum vender and P. H. Kennedy, Wright City, Mo., was offering operators a hydraulic grip machine. "Indoor Striker," a California game, was making headway while Saul Cohen and his mother, Bertha Cohen, were operating a penny arcade in Los Angeles.

O. D. Jennings was advertising their "Rockaway Ball Gum Vender" while D. Robbins & Company offered a midget Indoor Striker and

Miniature Golf Ball Gum Vender. Pace Manufacturing Company was offering operators four counter games of the whirlwind type, namely, Boop-A-Doop, Whiz-Ball, Pen-nee Golf and Play Ball. The fronts of each of these games could be placed on Peo Whirlwinds at a cost of only \$3.00.

Ford Vending Machine Corporation, Lockport, N. Y., was advertising quality ball gum. Zapp Mfg. Co., Dallas, was making midget pool tables and selling pool table supplies. Southern Confection Co., Memphis, Tenn., were one of the largest distributors in the country. Arthur H. DuGrenier, Inc., Haverhill, Mass., was offering a single column selective cigarette vender which held 41 packs.

Dave Gottlieb was visiting the "home folks" in Dallas. The Coin Machine Manufacturers Association joined the Automatic Merchandisers Association as a separate division with A. E. Gebert as president of the manufacturing group. Operator Barton W. Shipley, Indianapolis, was writing articles for the coin machine magazines and Ralph Young, of Norwood, Ohio, was a leading figure in operators' association work. M. T. Daniels, Wichita, Kan., was also a writer for the coin machine trade papers. Billboard was running four or five pages on coin machines with one or two columns being given over to news matter and that was fashioned by Pat Considine and headed "Back Page Pats." There was only one other exclusive coin machine trade paper in the field besides AUTOMATIC WORLD. The depression was on and the coin machine business was born.

NATIONAL THUMB NAIL NEWS NOTES

Brooklyn, N. Y.—Since the appearance of D. Robbins and the Holland beauty, Dave has been swamped with requests for the gal's phone number. However, Dave says that the girl is smart enough to attend to her knitting.

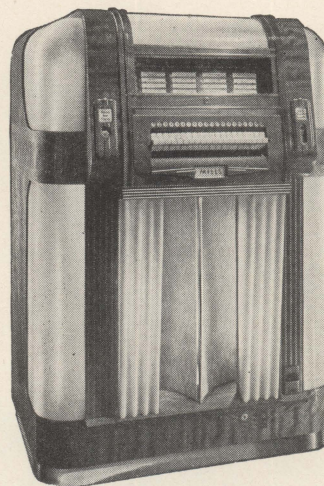
Dallas, Tex.—Operating activities in this city were recently slowed down a bit but things are better for the operators at this writing.

Houston, Tex.—Music operating in this city is moving nicely. More music operators are located here than in any other Southwest city.

Chicago, Ill.—Coin Machine Industries have started whipping the 1940 show and convention into shape. Sherman Hotel plans to take care of 10,000 visiting coinmen.

Los Angeles, Calif.—Paul Blackford returned from an extensive trip into Old Mexico. Paul was gather-

MILL'S Throne of Music



Throne of Music Is Speedily becoming No. 1 Phonograph in TEXAS.

Liberal allowance for trade-ins of any type equipment regardless of condition. 12 to 18 months to pay.

Hurry: Act Quick: Be among the First to Cash in with mills tremendously sensational Throne of Music.

Write-Wire-Phone for any additional information or special details.

SAM MAY & CO.

F. 0022

401-409 Main Ave.

SAN ANTONIO, TEXAS

ing important data on the coin machine outlook in that country.

Chicago, Ill.—Reports from all sections of the country proclaim the New Evans bowling game a huge success.

Detroit, Mich.—Henry Lemke, pioneer op of Detroit, lays plans for an extensive expansion of operating activities for 1940.

AUTOMATIC WORLD reaches the music operators of the Southwest.



Eight of Chicago's most beautiful girls pose with one of the "richest and rarest" of phonographs—Mills Throne of Music.



Part of the crowd at the Throne of Music preview held by Jeffries Amusement Co., Fort Smith, Ark. H. W. Jeffries is head man and looks forward to a brilliant year in phonographs.

Open house at Sam May's offices and showrooms. Southwest music operators always enjoy a visit to the Sam May offices and showrooms in San Antonio. The famous Sam May hospitality is hard to beat.



EVANS' BOWLING GAME HAILED AS 'WAY OUT'

● Believed by many coin machine leaders to be the solution to the industry's problem, TEN STRIKE, the Bowling Sensation recently introduced by H. C. Evans & Co., is reported as creating a furore in many parts of the country.

The game is 100% legitimate everywhere, because it is real bowling, dependent entirely upon the player's skill. It is different it is played without any make-belief or imagination. The striking feature is that it attracts crowds of players, who are anxious to play for the sake of the sport alone, without any attempt at rewards. In play action it is irresistibly intriguing. A little manikin figure, entirely under player's control throughout the game, actually bowls the ball down the miniature alley, topples the pins, makes strikes and spares, precisely as in regulation bowling. An Automatic Pin Boy feature clears fallen pins, resets them at the end of each frame, and sends the ball back down the run-way ready for the next shot. Spares give players an extra ball, strikes gives him an extra frame. Scoring is complete, exact and entirely automatic. The backboard shows which pins fall, frames played, strikes and spares made, and totals which are tallied throughout the game in most ingenious fashion. Play consists of 5 frames for 5¢ and takes an average of but 55 seconds per game.

The machine is housed in an elegant streamlined maple console cabinet, the entire top being enclosed in plate glass in chromium frame. The precision mechanism was developed by Evans' engineers as a result of long research, experiment and investigation and is said to be a marvel of ingenuity. The game is protected by copyright and patents.

"TEN STRIKE has been developed by us," said R. W. (Dick) Hood, president of H. C. Evans & Co., "as much for the good of the industry as for our own profit. Bowling is a universal favorite among games, followed by more millions of people than any other indoor sport. Its popularity extends to every corner of our nation. It enjoys the approval and endorsement of business and civic leaders and churches everywhere. TEN STRIKE puts this popular game into an automatic machine with such fascinating skill-play action that it makes an instant public hit.

"Many leaders of the industry have told us, "Dick Hood went on, "that the day has come when we must be honest with ourselves about the future of the coin machine business. The industry needs a game such as this. It has long been conceded that the only way out is through some kind of legitimate play that can provide big-time money-making in strict harmony with the law. Ten Strike supplies the perfect answer. This sensational game is attracting immense



The first duty of Joe Williams, President and General Manager of the Commercial Music Company, Little Rock when appointed Wurlitzer Distributor for Arkansas was to sit down for a picture.

Here he is flanked by Wurlitzer District Manager Ott Kramer and Mike Hammergren, General Sales Manager of the Rudolph Wurlitzer Company, North Tonawanda Division.

Said Joe, "Believe me between Wurlitzer Phonographs and Wurlitzer's Step by Step Modernization Plan, yours truly is going to town and I don't mean maybe!"

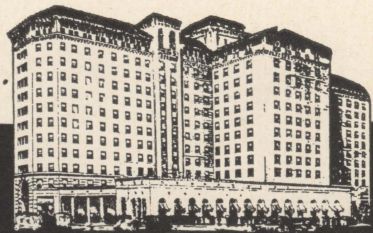
crowds and commanding top play wherever it has been introduced, regardless of type of location. People flock to it and play entirely for the sake of the sport, just as they bowl regulation alleys for sport alone. Rewards are as unnecessary with Ten Strike as they would be in bowling alleys, and operators are spared the grief from payoffs, "ice," location disputes and endless legal entanglements.

"H. C. Evans & Co., is indeed grateful to the coin machine in-

dustry," said Dick Hood in conclusion, "for the instant and wholehearted acceptance of TEN STRIKE, for the compliments and enthusiastic endorsement from veterans of the business, and for the flood of orders pouring in every day. We are proud to have created the game that will mean so much to the future of the industry. Production on a large scale is under way, and we intend to spare no effort to keep up with the demand, no matter how heavy."

*Luxurious...
Beautiful...*

PLAZA
HOTEL



San Antonio

A palatial hotel-home in an ideal resort city, where sports and recreations abound all year. The Plaza affords every convenience and comfort plus real economy. Air conditioned guest rooms and public spaces.

500 OUTSIDE ROOMS FROM \$2.50

JACK WHITE, OPERATOR

IN **SAN ANTONIO** TEXAS

Also Operating

HOTEL WHITE - PLAZA in Dallas
and HOTEL PLAZA in Corpus Christi

THE HOTELS WITH A A A GARAGES

ALL SHOVEL-LEANERS ARE NOT IN WPA

There are business men who are so discouraged they think it no longer possible to conduct their businesses at a profit. Every increase in taxes serves to convince them that business is down for the count, with Uncle Sam waiting to give the knockout blow.

Typical of this attitude is a letter from a southern business man who writes, "I was offered \$85,000 cash for my business in 1929. I held out for \$100,000. Now I would gladly take \$50,000 and go fishing the rest of my life. I am sick and tired of paying out all I take in to labor and the government."

And who can blame him? No one can deny the extreme difficulty of earning a profit these days. But many businesses are. And there are just enough companies whose sales are soaring to new high levels to prove that the business man who stops leaning of his shovel can, in spite of fire and high water, push his business into new high sales levels and reasonable profits.

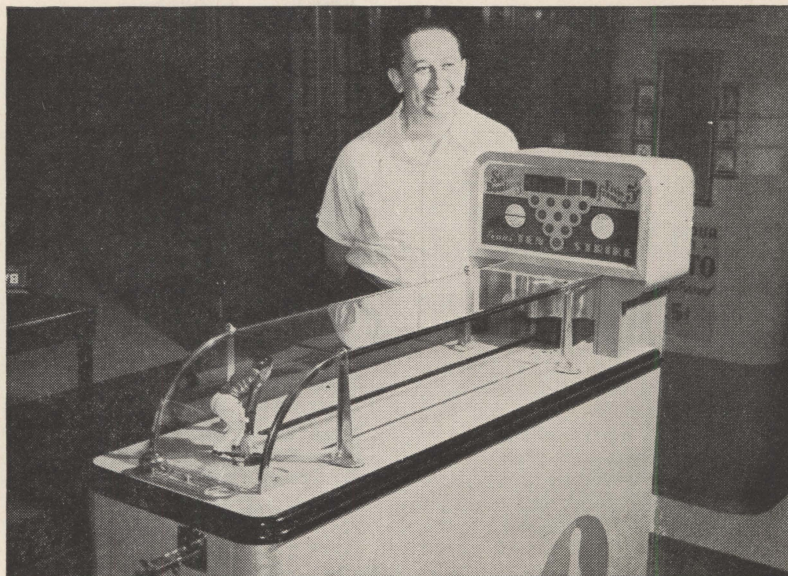
We have compiled a list of companies whose sales have reached an all-time peak since 1935. As this is being written there are ninety-seven names, representing many different industries, on this list and it is growing daily. This list alone is proof enough that it is possible to obtain business and plenty of it, even though there are business men who will tell you this is no time to make an aggressive bid for orders.

The names on this list are not all big companies, nor are they all companies which manufacture consumption goods. The names represent companies with management courage to go ahead. In every industry represented on this list are other companies which have let fear and caution get the better of them and which have held back—leaned on shovels, if you please—until profits have disappeared and their staff men have forgotten how to fight for business.

They have said, "Oh, what's the use?" for so long that no one bothers to try very hard. They have learned to anticipate near failure, to condone and excuse mediocre work in all types of business effort. One of these days the stockholders will grow tired of reading excuses in the annual report and call for new blood at the top.

Is it possible that some business men are leaning on shovels in the hope that something will happen to increase sales and bring bigger profits? Is it possible that a more aggressive fight for business is all that some companies need to show far better results? In spite of undeniably difficult problems, the business leaders who refuse to sit down to worry about these difficulties are leading their organizations to splendid achievements — achievements which will finally convince even the thimblewits that business and business alone can hasten the return of prosperity.

The sooner more business men



MAX GLASS, of Gerber & Glass, Chicago, registers keen delight over the new Ten Strike bowling game recently placed on market by H. C. Evans & Co.

make up their minds to write their own specifications for recovery and build accordingly, the sooner we will have an end of unfair taxation and profit-eating interference with business. Weak, profitless, unaggressive businesses invite political interference. Strong, profitable, aggressive, wage-paying businesses can say "hands off" to the politicians and mean it.—E. W.—**From American Business, a Dartnell Publication, August, 1939 issue.**

NOT A LAZY MAN'S BUSINESS

By **HANK HANSON (Op)**

The world is full of folks who are looking for an easy job—one from which they can draw a nice salary and yet do little real work. Likewise the world is full of folks who are looking for an easy, do-nothing business from which they can realize a nice income and yet do very little work.

Many such type of folks have entered the vending machine business only to find out that the soft earnings they had been told about or, perhaps, read about, did not show

up. They soon learned that to operate a string of vending machines, and realize a profit from same, called for hard work and good business judgment. The idea that the little machines work for you while you sleep and all one has to do is go around every day and gather in the money, was soon blasted to pieces.

A few, very few, of these soft-seekers, when awakened to the realization of facts, actually buckled down and have made good vending machine operators. But they soon realized that they were confronted with a real job or else go broke. So, after all maybe that's the way we get good operators.

To operate vending machines, keep them clean and well stocked with fresh goods and keep each machine on a paying location, requires plenty of work. It is certainly no soft job and the poor sucker that thinks it is a snap, will soon learn different if he enters the business.

On the other hand, the fellow who is not afraid of work and is willing to get in there and pitch, will find that operating vending machines is a nice work and very profitable. But it is certainly not a lazy man's business.

NEW 1c COUNTER GAME! MIDGET BASEBALL

THIS NEW GAME HAS BEEN "LOCATION TESTED" AND PROCLAIMED A "WINNER" BY EXPERIENCED OPERATORS! IT IS A GENUINE SKILL GAME AND ALSO VENDS A BALL OF GUM FOR EACH PENNY!

• OPERATORS AND JOBBERS—WRITE FOR DETAILS TODAY •

D. Robbins & Co., 1141 West DeKalb Ave. Brooklyn, N. Y.

October, 1939

AUTOMATIC WORLD

Write for Your Copy TODAY!

39

Opening!

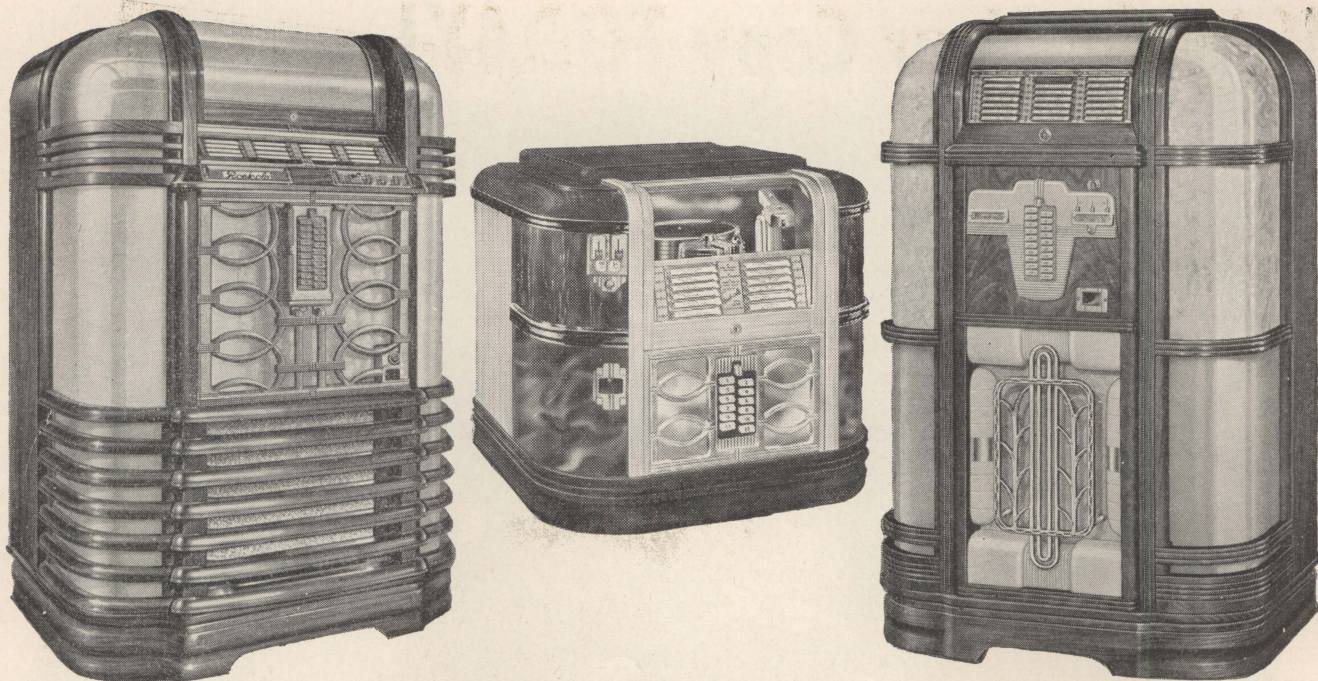


**IT'S
FREE**

FOR A SUCCESSFUL OPERATOR

(EXPERIENCE NOT NECESSARY)

A. B. T. MANUFACTURING CORP.
715-723 North Kedzie Avenue, Chicago, Ill.



Here are those Rock-Ola Luxury Lightup Models that are making money for live-wire music ops all over the country. They are the DELUXE, COUNTER and STANDARD.

PLATTER STUFF

(Vocalion-Columbia)

Vocalion, 05079, Ida Red and Carolina In The Morning, miked on the wax by Bob Wills and his Texas Playboys, is a promising tune for the power house boxes. And music ops might take a try at Gene Autry's Vocalion 05080 Back To The Saddle and Little Old Band Of Gold, on opposite side.

Down here in 'ole Texas, ops might find Patsy Montana and her Prairie Ramblers interesting to the phono nickel inserters, especially with her two last numbers, Vocalion, 05081, I'm Going West To Texas, and Gotta Hit That Texas Trail Tonight. Ops might try these on a few machines before loading the route.

Ops might take time to lend an ear to a preview of Horace Heidt's late cutting, Columbia, 35217, Stranger Things Have Happened with Start The Day Right, grooved on the other side. Vocal is whipped across by Larry Cotton. Also slip over to your disc jobber and ask to hear Gene Krupa doing Sweetheart, Honey, Darling, Dear, 'tother side has Take Your Love, Columbia 35218 and Irene Daye shoulder shakes the vocal.

Stick your nose in the preview booth at your nearest jobber's and get a whiff of Kay Kyser doing For Tonight and The Last Two Weeks In July, with Harry Babbett singing the vocal chorus. The "Professor" might have kicked up something in this nabber—and—again, well, maybe he hasn't. It might be worth listening to, however.

Count Basie, Vocalion 5085, does a double with Clap Hands, Here Comes Charlie and when you turn the wheel over you have Pound

Cake. Take a slant at these numbers because you never can tell when you're stepping into a money-maker.

Don't fall for the "press agent" publicity on any platter. Buy a sample and give it a try before you plunge. Talk to other ops. Their advice is worth more than a million lines of "puff" stuff from the makers.

WHITE SAILS IS BALLY'S NEWEST

Announcing the White Sails 5-ball novelty game, Jim Buckley, general sales manager of Bally Mfg. Company, explained that the game combines the features of so-called "spottem" skill play and the appeal of high-score.

"White Sails," Jim said, is a simple, speedy game, available in either regular novelty or free-play model. Player simply lights 5 sails by hitting sail control bumpers—that's the 'spottem' skill feature. Then he shoots to build up his award, and receives 1 free game for each bumper hit, after 5 sails are lit and the starting score is reached.

"Reports from the White Sails already on location prove that players get the idea at a glance and settle down to long sessions of play—because White Sails has plenty of 'came close' come on. For example, in one game the player may run up a high score, but miss a Sail; in the next game he may light all Sails, but fail to push the count up to the Starting Score . . . and repeat play is insured by the player's 'do-it-next-time' mood.

"Another new feature of White Sails is what we call 'Shifting 1000-

Lite' action. The red and blue bumpers score 1000 only when lit—a goose-egg when not lit—and the lights alternate between red and blue, changing each time a lit bumper is hit. Thus, by skillful shooting, the player may 'time' the action of the ball to zig-zag back and forth between red and blue bumpers, hitting lit bumpers all the way down the board—a really fascinating skill challenge.

White Sails, of course, is equipped with the new Bally Super-Sensitive Bumpers—rubber tired for maximum bounciness and with metallic wafer contact discs to insure positive registration of every hit."

New Orleans, La.—Phonograph sales in this city are mounting daily. This noticeable increase is due to operators replacing old units with brand new machines.

FOR SALE

Four brand new Empire Penny Cigarette Machines. Still in original cartons, \$12.50 each. Nine used Penny-Packs in A-1 condition, \$4.00 each.

WANTED

Used Mills or Pace Slots. Quote quantity and price.

HARRY H. TURNER

2606 W. 12th St., Phone 6-1783
DALLAS, TEXAS

STONER EXECUTIVE TOURS SOUTHWEST

The long absence of a Stoner executive's visit to the Southwest territory was broken a few days ago when C. R. Adelberg, General Sales Manager for Stoner, accompanied by Mrs. Adelberg, swooped down upon Fort Worth.



C. R. Adelberg

Mr. Adelberg toured the Southwest, visiting with jobbers and operators, securing first hand information on Southwest operating conditions and in the interest of the Stoner five-cent vender which has been making a big hit with vending machine operators everywhere.

Adelberg stated that Stoner had enjoyed a nice year with good runs being in evidence on CHUBBY, DAVY JONES and other Stoner games in addition to a huge business on their vending machine.

THE RIGHT WAY

An editorial fashioned by the Editor, Forace Green, of the South Salt Lake Herald, a Utah newspaper, and carried in his column "About Town" in the issue of October 6, 1939.

The idea behind the recent organization of the Utah Machine Operators Association is the right one and should be carried on. There is no question but that it will solve a problem heretofore faced by many local licensing and law enforcement bodies.

The plan is for coin machine operators of the State to form an organization that will regulate the kind of machines played, working in close co-operation with State and local enforcement officers to insure those machines that are within the law to be used.

There is no question but that there are many good coin machines that are not only legal, but justified pure-



TIME OUT for a cold drink from Bally Beverage Vender in Fuller Paint Company's Portland, Oregon, factory.

ly on the grounds of their amusement value. Other states where no form of gambling is permitted have tried them out successfully. There is no reason why they can't work here.

Many of the newer, high type games are more entertaining than dances and shows to many individuals. There is no gambling connected with them. They have worked successfully in other places. They should be a good way to solve the problem recently created by the shut-down on marble games here.

The new association will ask that their machines be licensed and take their place with other forms of entertainment in the community. When they do they will provide an above board source of revenue for those places that have been hit by the recent drive, as well as something that can be licensed with clear conscience by cities and towns.

Detroit—A. Anderson, operator of peanut vending machines, has moved his headquarters from 9249 Steel avenue to temporary quarters on Apolline avenue.

G. & G. ANNOUNCE 1940 CHANGEOVERS

CHICAGO—Officials Paul Gerber and Max Glass, of Gerber & Glass Distributing Co., in commenting on their new 1940 changeover grilles said they were pleased with the reception given their products.

Stated Gerber: "Our experience in the music business has taught us just what the needs of music operators are. With this information we have been able to offer them our now famous phonograph changeover grilles . . . grilles that make old phonographs look like new and add many months of life to old phonos."

Glass then stated: "These 1940 models are going to be even a greater boon to music men than were the 1939's. The big feature of this new model is the fact that it has an illuminated dome."

Dick: "Do you think I can do anything with my voice?"

W. B.: "Well, it might come in handy in case of fire."



DISTRIBUTED BY:

M. T. DANIELS CO., 1027 University Ave., Wichita, Kan.
F. C. EWING CO., Box 851, Fort Worth, Texas

WANT ADS

5c a Word Cash With Copy

JOBBER'S WRITE US

Largest stock in Central West. We are distributors for the major companies. Latest price lists upon request. Many exceptional bargains. Advise your requirements. Marion Company, Wichita, Kansas.

RECONDITIONED Advance Selecteria, "U-Select-It," and DuGrenier Selective 5c candy bar machines. All types—Bargains! D. H. ADAIR COMPANY, 733 South Euclid Ave., Oak Park, Illinois.

500—1c SNACKS three compartment Vendors—like new—equipped with latest adjuster for merchandise compartment \$11.95 each—25 or more \$10.95 each. BUREL & CO., Inc., 679 Orleans, Chicago. (Dec.)

200 BRAND NEW two column 1c vendors, never unpacked, \$7.50 each. Formerly \$18.50 each. BUREL & CO., Inc., 679 Orleans, Chicago. (Dec.)

USED MACHINES, BIG STOCK. Write for list. Send for Goodbody's Bulletin, it's free. Supplies and new machines. We ship promptly. Goodbody, 1824 E. Main Street, Rochester, N. Y. (Reg)

WE FURNISH ALL TYPES OF TOKENS or checks for pin games or payout tables, slot machines, etc. Mailing lists compiled, coin counter, name plates. Write for circulars and samples. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill.

S C A L E S—PENNY SCALES BOUGHT, SOLD, repaired, exchanged. Also vending machines of all kinds. Write us what you have. Silent Selling Co., Marion, Indiana. (Reg)

COIN WRAPPERS—TUBULAR, 1c, 5c, 10c & 25c, guaranteed heavy paper. 45c a thousand in 25,000 lots. 60c single thousand. Accurate Penny Coin Counters, heavy aluminum \$1.00. Jobbers write for quotations. —Hecht Nielsen, 1322 Congress St., Chicago, Ill. (Dec)

WERTS FAMOUS JAR GAMES

- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.
P. O. BOX 672, MUNCIE, IND.

COIN MACHINE OPERATORS TO WORK WITH LAW

The following article appeared in the South Salt Lake Herald of October 6, 1939. It refers to the recently organized association of operators of Salt Lake City.

Announcement is made of the organization of the Utah Machine Operators Association Friday evening.

The purpose back of the movement as revealed by those attending the meeting is to "create an organization to co-operate with law enforcement officers toward licensed amusement devices in the state."

Coin machines will be introduced that are played only as amusement devices. They will be regulated by state and local officials and licensed by cities and towns, according to the plan.

Officers of the new organization have not been announced. A committee is now working on a set of articles and by-laws for the group, which are expected to be ready for publication in the near future.

The local organization is expected to follow a pattern of those that have been successfully operating in other states. Policies of other state regulated organizations will also be carried out, according to the plan which is expected to be announced fully in the near future.

DECCA OPENS NEW ATLANTA BRANCH

The new Decca Atlanta factory branch is one of the finest in the country. Decca has always been noted for fine branches manned by efficient organizations and the Atlanta branch adds another link to the long chain of fine Decca branches.

The new address is 72 Central Avenue, South West. It has four soundproof booths, imposing office and display and a much larger stock of Decca records, Decca permoneedles and also Sylvania tubes and lamps, thus insuring quicker service to all the ops in the southeast.

Mr. N. E. Bledsoe is the manager with Warren Fitch of Jacksonville covering Florida and Charlie Hamlin of Birmingham covering Alabama.

Wesley Jacobs is the office manager, Lonnie Ray is in charge of dealer and operator service and Miss Helen White is the very capable general office assistant. Please make Decca branches your headquarters when you are in town.

BOXER MAKES GOOD!

The business career of Sam Taran is even better than the usual success story. His first money was earned as a newsboy. At 15 years of age, he started boxing professionally—one year later Sam was fighting the lightweight champion of Canada. It was a ten-round, no-decision fight. Sam tells us he had over 200 matches during his boxing

career and was professionally known as "Sammy Terrin." His advice today on the art of self-defense is: "Stay out of arguments and you will never get hurt."

It is commonplace to hear about a newsboy becoming a successful business man, but few boxers have made the grade. So Sam is entitled to double credit. He is now president of Mayflower Novelty Company, St. Paul, Minnesota, and Mills northwestern distributor, covering Minnesota, North and South Dakota, Iowa, and the western part of Wisconsin. He employs 22 people and is constantly expanding into larger quarters.

Policeman: "How did the accident happen?"

Motorist: "My wife fell asleep in the back seat."

STATEMENT OF OWNERSHIP, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF MARCH 3, 1933.

Of Automatic World, published monthly at Fort Worth, Texas, October 1, 1939.

State of Texas,
County of Tarrant, (ss.)

Before me, a notary public in and for the State and county aforesaid, personally appeared O. J. Branch, who, having been duly sworn according to law, deposes and says that he is the editor of the Automatic World and that the following is, to the best of his knowledge and belief, a true statement, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

Publisher, Automatic World Publishing Co., Fort Worth, Texas.

Editor, O. J. Branch, Fort Worth, Texas.
Managing Editor, O. J. Branch, Fort Worth, Texas.

Business Manager, Aaron Smith, Fort Worth, Texas.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given).

Aaron Smith, Fort Worth, Texas.
O. J. Branch, Fort Worth, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state).

None.

4. That the two paragraphs next above, giving names of the owners, stockholders, and security holders, if any, contains not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner, and the affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect, in the said stock, bonds, or other securities than so stated by him.

O. J. BRANCH, Editor

Sworn to and subscribed before me this 28th day of September, 1939.

MRS. FRANK McLAUGHLIN

Notary Public, Tarrant County, Texas.

(My commission expires June 1, 1941)



"THE EYES of TEXAS WILL BE UPON YOU"

WHEN YOU BOWL 'EM OVER WITH---



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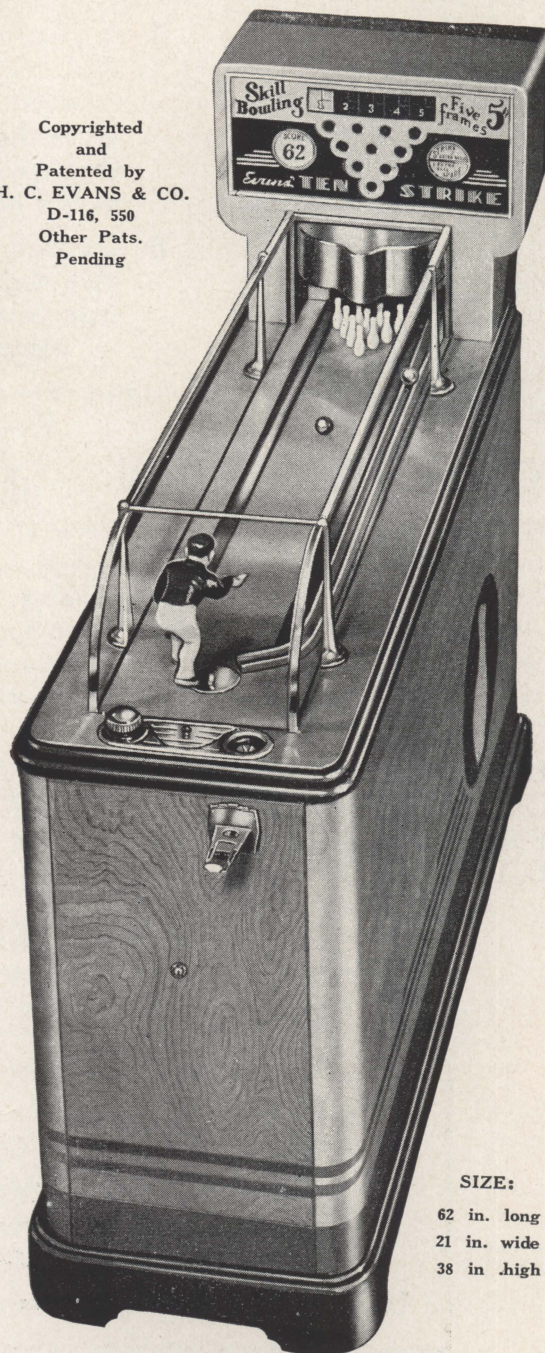
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